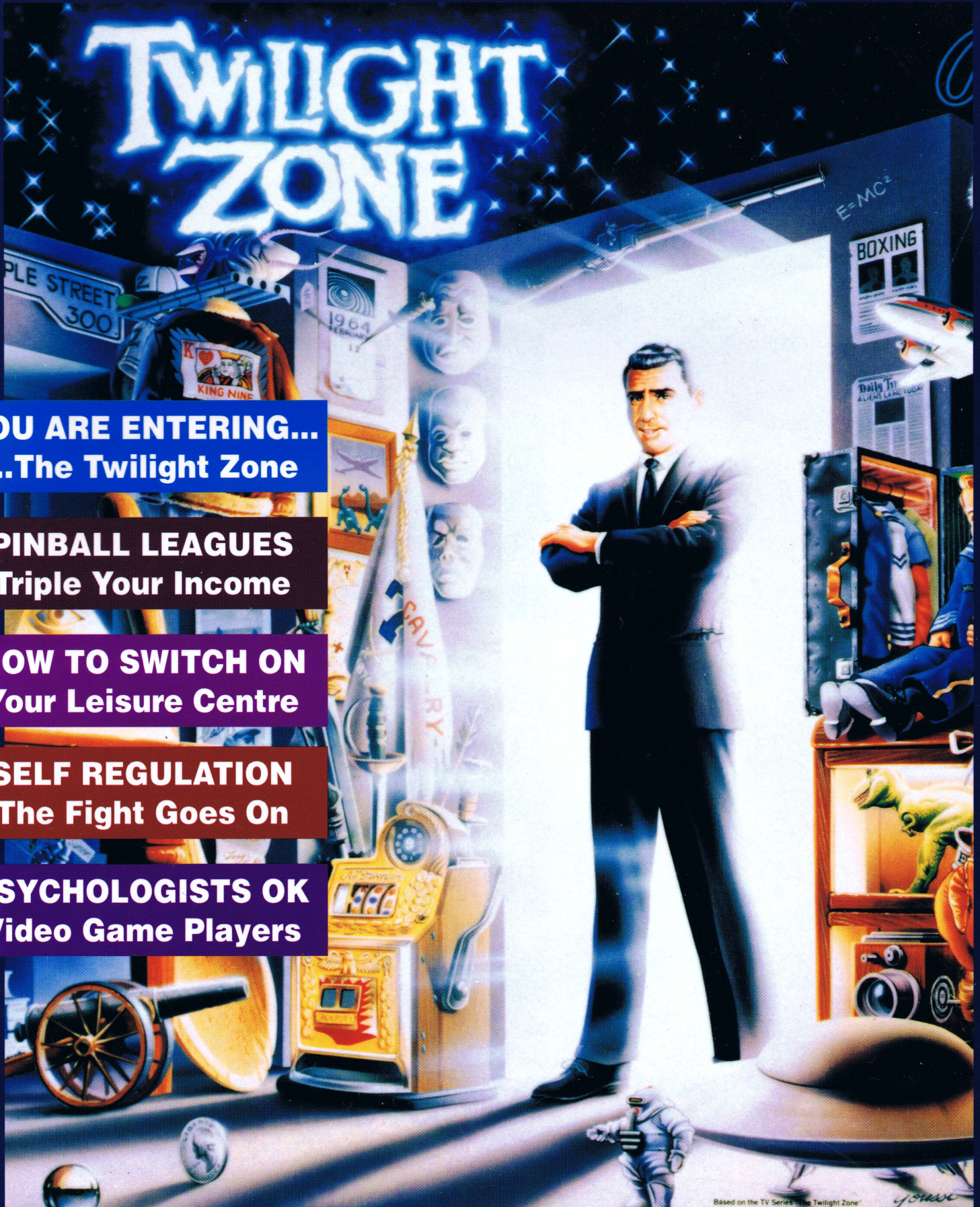


Leisure Line

JULY 1993



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**PSYCHOLOGISTS OK
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THE PROFIT ZONE.

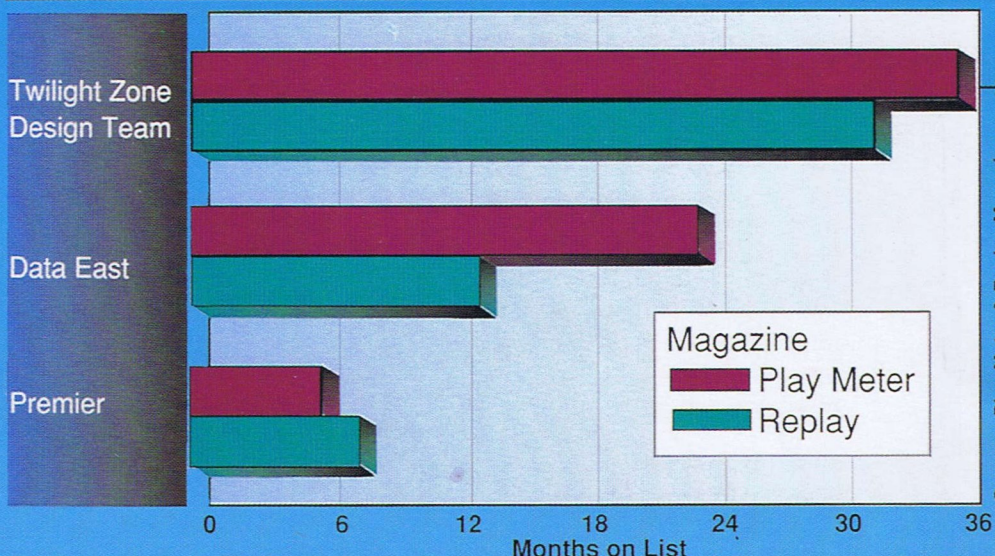
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EDITORIAL

Industry Up Side Down Side

On the down side, we still have the falling Australian dollar which is going to increase the cost of new games and equipment. Even though most of the dedicated games sold in Australia are manufactured locally, most of the components are imported.

Rising costs are inevitable and the Industry must deal with this by increasing the price per play, lowering location commission rates and securing the investment with properly executed location contracts. Most dedicated games are priced at either \$1 or \$2 per game but there are still a lot of new conversion games out there on 60 cents. Location commission rates are decreasing but on average, they are still too high relative to the amount of capital investment and the operating costs involved on an average machine. In order to generate sufficient revenue to service the investment and provide funds to upgrade and replace equipment, commission rates need to come down to a 20% - 30% range on dedicated games.

Location contracts are now becoming more commonplace although there are a significant number of operators who are still happy to take a punt without a contract in the hope that they can retain the location long-term. This rarely works because if the location is producing good revenues, someone will come along and offer a higher commission rate.

Sales tax is the biggest single cost the Industry faces but because it is hidden in the selling price of new games and equipment, nobody seems to take much notice. Included in the price we pay is 30% tax on the wholesale value which goes to the Federal Government. Because games represent the capital investment of the

Industry, the 30% sales tax is in effect a tax on our capital investment. There is no other capital product that attracts a rate higher than 20% which demonstrates that our Industry is being very unfairly treated in this area. More effort needs to be made by State and Federal Associations to lobby the Federal Government and try and get this oppressive tax reduced.

Video game violence has recently been in the news and there have been a number of suggestions that the Government may legislate or regulate for an approval or classification system on all video games. The National Association with support from Leisure and Allied Industries has placed a submission before the Federal Authorities arguing the case for self-regulation. The authorities are sympathetic to this argument and providing the industry can show that it can and will act in a responsible manner, we may be given a chance to self-regulate without Government intervention.

Industry Associations, although more active in recent times, still have a long way to go in achieving the Industry's objectives. They still lack support from operators who somehow fail to see that being a member of a State or National Association is an investment in the future of their business. It seems ironic that Associations are finding it necessary to provide all kinds of incentives for new membership when the benefits should be obvious. A strong united industry can achieve great improvements for the Industry and its members. There are now active Associations in NSW, VIC., Queensland and SA as well as a National Association. It has been planned that the State Associations will come under

the umbrella of the National Association and the sooner this happens, the better for the Industry as a whole.

Unfortunately, there has been little progress in that regard.

Despite the down side factors that the Industry is facing, there are many up side and positive aspects which will provide new and continued opportunities for progressive operators.

At the creative level of our Industry in Japan and the United States, the competition has never been so intense. This is resulting in a distinct improvement in the quality and earning capacity of new game programmes being developed. In the last 12 months, games such as *"Final Lap 3"*, *"Mortal Kombat"*, *"Lethal Enforcers"* and *"NBA JAM"* are all good examples of what quality game creation can achieve.

Technology is also providing the hardware systems necessary to give the game creators continually widening scope. New imaging systems are constantly being developed to the point where digital graphic technology will soon be able to produce film quality images in a 3 dimensional format. We predict that within the next five years, Industry technology and creativity will provide game players with experiences never thought possible just a few years ago.

Another positive up side for the Industry is the added value that new technology can provide. There are very few forms of interactive entertainment that can provide such good value for money. Research shows that the

Continued on page 11

CAAO Show - A Newcomers View Point

BY TONY MAUGHAN
Timezone Magazine

Once in a while you get the rare opportunity to experience something new and different, it is even rarer to recall such experiences to be wholly entertaining and worthwhile. Being a newcomer to the electronic interactive entertainment industry and having obtained over a number of years, experience as an organiser of high technology exhibitions, I found being "a new kid on the block" advantageous to the exercise of writing this article.

Exhibitions represent to proprietors and marketers in general as a necessary evil. It is a costly exercise, ranging from stand costs to literature supplies and accommodation. It can be a pain in the butt, there are seemingly endless hours of chin wag, hand shaking, the "upside down coathangers in the mouth" syndrome and the "I cannot wait till pack-up time" flushes. It is an attitude in itself. Apart from all of this, exhibitions generate a Fair Ground type of attraction to the

attendee and it is this collective presence of manufacturers and distributors that justifies this angle of advertising. Billions of dollars have changed hands over the last twelve months through exhibitions. It is an unavoidable meeting place for friends and... unfortunately foes. Flag waving, corporate and public relations come into play and most important, exhibitors revenue forecasts generally look much rosier at the end of the day. Am I preaching to the converted? Yes and No!

The CAAO Victorian - Amusement Machine Expo '93 from a marketing point of view should be treated as a valuable piece of advertising to all southerners who regard themselves as serious players in the coin-slot machine industry. I suspect there are lateral areas in the electronic components industries who would also benefit from this exhibition. People, in this instance "customers" have a natural attraction to collective appraisal and perusal, the "Fair Ground", the "lets go shopping", the "lets do a deal" and in this

case quite literally, the "amusement park", the mode is mostly switched on. The more bells and whistles an exhibitor can contribute to promote this sort of environment, the better the result.

Roaming around the exhibition and chatting with various personalities left me with the impression that there is room for improvement, there is no need for me to outline the areas in question, these points of view should be discussed with the appropriate people. My feelings are that the organisers have done a good job, my advice is that research into the operations of Australia's top exhibition companies would benefit this industry greatly in providing the "state of the art" exhibition for '94. The organiser has to fully understand the needs of the exhibitor just as vitally as the exhibitor understands the needs of its customers. A solid and mutual understanding in the marketing and promotional tasks in running an exhibition...is and will always be, the key to a successful exhibition. □

Melbourne Trade Show (CAAO) 16th and 17th June

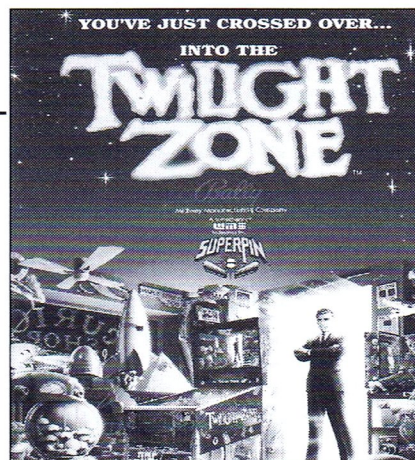
The Council of Accredited Amusement Machine Operators (CAAO) held it's annual trade show at the Moonee Valley Race Course on June 16th and 17th.

A total of close to 300 people attended the Show. Visitors from interstate included:

Leisure and Allied Industries were the most dominant exhibitor with the latest stand

and full credit must go to Sharon Harvie who decorated and themed LAI's stand enabling them to put on an outstanding exhibit.

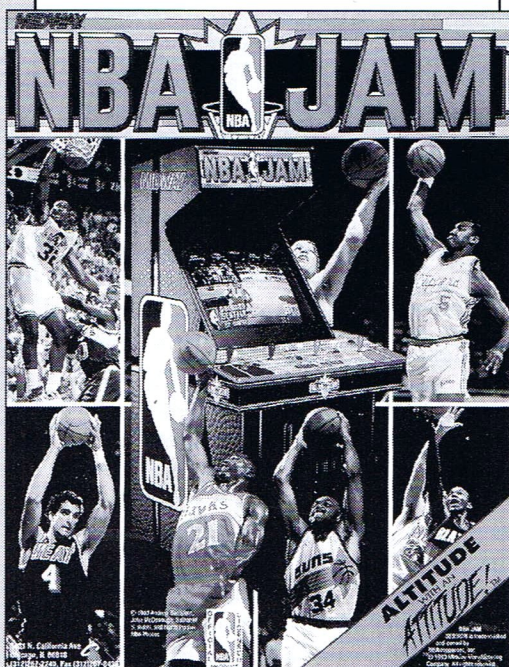
On the pinball side, LAI showed their current products Williams "Dracula" and Bally "Creature from the Black Lagoon" as well as their forthcoming smash hit Bally "Twilight Zone" which will not be available until August.



Continued over.....

Trade Show cont...

On the video side, LAI had a very impressive line-up. The current smash hit Midway **"NBA JAM"** was featured both in the standard upright model and also in LAI's **"Playscene 33"** cabinet featuring a large 33" screen and a separate player consol. The game has sold extremely well in dedicated form and conversion kits of the same product will be available this month.



The hit of the show in driving games was the LAI produced Sega **"Virtua Racing"**. Unlike the original imported model, the LAI version had a specially designed fibre glass moulding which



made the rear section of the cabinet appear like a Formula 1 racing car.

"Virtua Racing" is produced in a twin cabinet form with the capability of linking up to eight player stations. LAI also provided a sneak preview of the new Sega **"Title Fight"** boxing game. This machine features a twin monitor cabinet which allows players to compete either against the computer or against each other in a highly simulated boxing match. The game has been testing well on location in Sydney and has all the makings of an exceptional product from Sega.

LAI showed the latest in **"Virtual Reality"** with the new **"Virtual Combat"** game from VR8 Inc. of the United States. Unlike other Virtual Reality machines which involve heavy

head gear and back pack equipment, **"Virtual Combat"** has all the visual hardware built into a periscope system which is suspended from the cabinet. This not only makes it easier for the player to use but eliminates the necessity for an attendant to fit the video hardware to the player.

The **"Virtual Combat"** game was imported specially by airfreight from the United States to make its debut in Australia at the CAAO Melbourne Trade Show. It will now be location tested in Melbourne.



Another hot new release on the LAI stand was the new Namco driving and shooting game **"Lucky and Wild"**. This is a two player sitdown game where one player drives and shoots and the second player just shoots. The story theme behind the game features two under cover cops, **"Lucky and Wild"** who are narcotics agents with a mission. They simply run down and blow away the bad guys. Players seat themselves facing a screen which has a mirror above it. This allows the

Continued over.....

Trade Show cont...

player to actually see "themselves" as Lucky and Wild's faces are visible. Player One can both drive and shoot while Player Two's position is dedicated exclusively for shooting

Another new LAI release is the latest driving game from Taito entitled "Super Chase". Those operators who remember "Chase HQ" and how successful it was, will certainly be interested in the new "Super Chase" which appears like an advanced version of the same game. The breathless excitement of the car chase is back and more thrilling than ever in the "Super Chase Criminal Termination". The player must track down and then bash a criminal target car into submission. Arrest the enemy and it's on to the next round!



Pinball competition sponsored by Leisure and Allied Industries, Hankins and Coin Play featured the latest machines from Bally, Williams, Data East and Gottlieb including "Twilight Zone", "Creatures from the Black Lagoon", "Rocky and Bullwinkle" and "Street Fighter 11"



Local Melbourne Company Jackpot Amusements featured the latest pinball from Alvin G. & Co. "World Tour" as well as their "Valley" electronic dart game.

There are five action packed rounds in various locations across the vast highways of America. Unlike any game you have known, "Super Chase Criminal Termination" will "chase" your breath away.

The final new release on the LAI stand was "Wild Pilot", the latest release from Jaleco Japan. "Wild Pilot" is a sensational shooting game which you can

pilot a bi-plane controlled by a wild computer. The players use a machine gun on the fuselage of the plane to chase scoundrels through the many congested air traffic scenes.

You control the machine gun and two super weapons which are "super bomb", a destructive bomb that clears all enemies from the screen, and "homer missile" which seeks and

destroys enemies.

Hankin/AMD showed the next pinball release from Data East "Jurassic Park". The theme of this machine is based on the movie of the same name which is currently breaking box office records in the United States. The movie is obviously going to give the game a lot of hype but only the cash box performance of the game will determine whether or not it is going to be a best seller. Industry rumour is still positive on the game but with no test reports yet available, the jury is still out on the final verdict.

Also on the AMD stand was the latest game from American Laser Games entitled "Crime Patrol". It is a laser disc game which is available both as a complete machine and as a conversion for previous laser disc games including "Mad Dog 1", "Mad Dog 11", "Who Shot Johnny Rock" and "Space Pirates". The game is very similar in concept to the recent Konami release "Lethal Enforcers".

There were several exhibitors showing coin-op pool tables

Continued over.....

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Trade Show cont...

including B & K Amusements, Tavern Games, Crown Billiards and W Edwards and Co.

Auto Count were also there with their latest range of coin counting machines and Bensons exhibited an extensive variety of plush toys suitable for skill testers and other prize redemption equipment.

Robert Bird was at the show representing his company Micro Systems who showed their latest range of coin validators which are distributed in Australia by Leisure and Allied Industries.



Mr. Delano Reisse of Bumper Action Amusements featured a number of antique machines including an original gipsy grandma, a Gottlieb "Lite-a-Card" pinball and an original antique 78 rpm juke box by Wurlitzer



Gottlieb Amusements from Sydney featured their range of Challenger Cabinets from the standard 26" upright through to their "Collosus" 50" screen. Also on display was a new driving game from Galeco Spain entitled "World Rally"



Tom Davenport, President of CAAO addressing the crowd at the opening ceremony to the event



The current hit game "NBA JAM" was prominently displayed on the LAI stand both in the conventional upright model as well as the 33" "Playscene" version.



An interesting display and theme developed by industry trendsetter, Margaret Edwards of W M Edwards & Co. to promote their range of pool table equipment.

Continued over.....

Trade Show cont...



An interesting approach to the "Mad Dog 11" laser disc game involving both a cabinet and theming conducive to the product.

Escape Electronics and Custom Built showed their range of standard video cabinets and Metcom Phones produced a range of cellular phones for operators on the move.

George Campbell and Co. showed the current range of NSM phonographs together with their new NSM Electronic Shooting Gallery which could have some real potential in arcades and hotel locations.

Industry veteran, Erwin Boot was there representing Automatic Music Co. from Tasmania. Erwin has developed

a sophisticated software programme for stock and account control which could be a very useful tool, particularly for the smaller operator. Automatic Music is also doing a substantial business in CD and vinyl records and is now one of the major industry suppliers in this area.

Galaxy Electronics of Sydney shared a stand with local distributor Coin Play Sales. They showed the latest Gottlieb pinball "Tee'd Off" which follows on after Gottlieb's previous model, "Street Fighter 11". They also showed Namco's "Shoot Away 11" which is a release of the original "Shoot Away" game with improved technology.

ATTENDANCE

A total of 176 local operators registered for the Trade Show and Convention. In addition, there were a number of interstate operators and distributors who also attended.

From South Australia, Trevor and Rose Smerdon of SA Leisure, Dale Button of AmuseYou Mt. Gambier and Peter Pontiac of Pontiac Pokies.

From Queensland came Ken Priest of Stars and Stripes, Brian Storelli Associated Leisure, Ken Corley King Amusements, Jon Burmeister Brisbane Pinball Services and George Campbell from George Campbell & Co.

A big contingent from New South Wales included Ms. Sue Anderson and Ms.

Juliette Harper from the Entrance. Charlie Micali from Time Warp, Steve Coghlan Time Out, Phil McManus from Amaze Promotions, Michael Condon Midas Amusements, Ms. Elly Wells Mothers Imports, James Poulos Crown Billiards,



George Campbell NSM Australia displayed the latest range of NSM phonographs together with their new video shooting gallery.

Jack Rodios and Sidah Russell Cash Box Australia, Tony Smith Timezone Aubury, Ben Slattery B & M Activities, Barry Bates Able Amusements, Greg and George Maratheftis Gottlieb Electronics, Frank Kakoulidis Escape Electronic Service, Michael Elia Galaxy Electronics and Fred King.

From the ACT came Denis Toulis Metro and Alex Murray Combat Zone

From Perth came Malcolm Steinberg and Tony Maughan from Leisure and Allied Industries and Kevin Gouch from Just Leisure.

Last but not least came Max Griffiths of Darwin Amusements, all the way from the Northern Territory.

Together with Eastern States visitors and special guests, there were close to 300 people in attendance.

ENTERTAINMENT

The annual industry dinner which followed on the evening of the first day of the Trade Show was a complete sell out with 220 attending. Entertainment was provided by comedian David Butler who raised a few eyebrows and gave a polished 45 minute performance.

Music was provided by Darryl Cotton and the Rockafellaz who presented a touch of nostalgia



The most popular of all the driving games on display was the new Sega "Virtua Racing" shown here on the LAI stand.

Continued over.....

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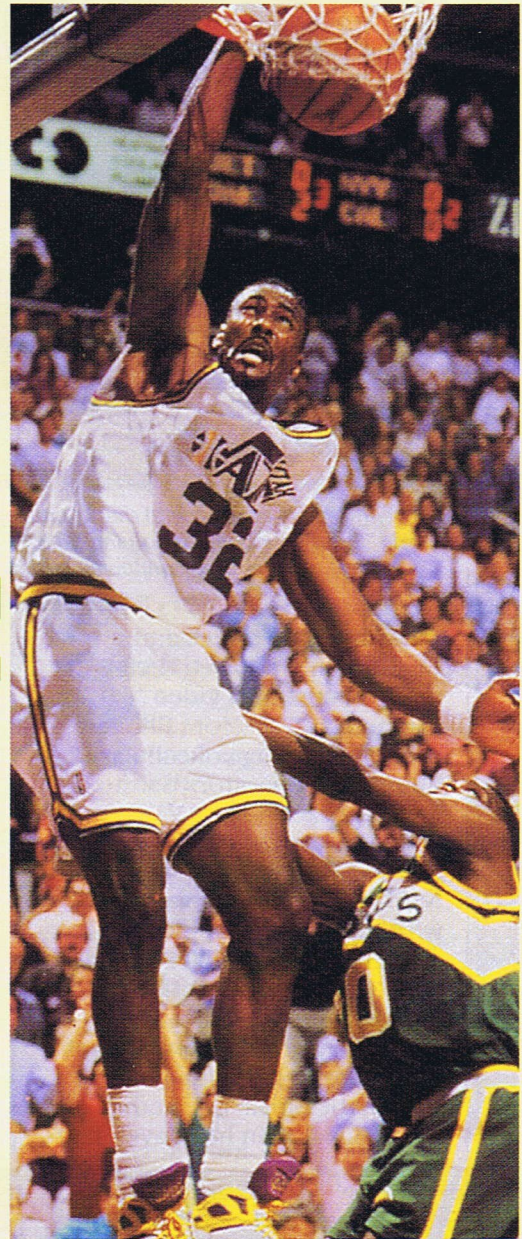
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SLAM DUNK!

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CASHBOX!

with Australia's
top earning video
game



**Leisure
& Allied
Industries**

Established 1958

NBA JAM

Trade Show cont...

for those people who grew up in the 60's and 70's.

From a commercial stand point, distributors had mixed feelings. Some claimed that the attendance levels were not sufficient to justify the cost of exhibiting yet other distributors said that they were pleased with the results achieved.

One of the highlights of the evening was the raffling of a trip for two to the American AMOA Show to be held in Anaheim California next October. The trip was won by Adelaide Operator, Alan Perry from American Coin. Second prize of free entry to the Melbourne Cup and four nights accommodation at the Old Melbourne Hotel was won by Chris Blackman from LAI.

SEMINARS

Special seminars were held during the two day event which included a technical session on



Craig Hawkins & Katrina Fox

Bally and Williams pinballs conducted by pinball guru, Norbert Snicer of LAI Sydney.

A full insight into the ramifications of public opinion on video game violence was given by LAI Marketing Director Chris Blackman and a presentation on forming leagues for pinball and darts was given by Ross Wyatt, Promotions Manager for LAI and a representative of Jackpot Amusements.



Norbert Snicer giving a seminar at the CAAO Trade Show

TRIBUTE TO THE ORGANISERS

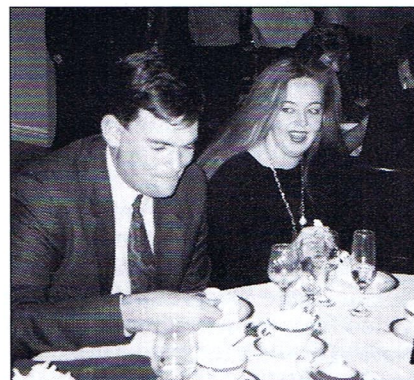
No show can be complete without the efforts of the organising committee so we say well done to Graham Cock, Paul Modica, John Oswin, Felix Sajn, Peter Whelan, Dayle Harrison



Robert Harvie, Prue & Tony Smith



Graham & Carol McDonald



Dick Doyle & Dina Midgley

Editorial cont...

average spend on a visit to a leisure centre is in the area of \$3. This is only about one third of the cost of going to the movies which only offer passive entertainment. We believe that inter-active entertainment has a higher value than passive entertainment. So, it could be argued that coin-op games will be seen by the public as excellent value, even at \$2 and \$3 per game which some of the more advance games are priced at currently.

Some operators reel at the cost of dedicated games which range in costs from \$8,000 for some standard upright machines up to \$60,000 - \$70,000 for the more complicated simulators. These simulators are still cheap compared to the cost of a major amusement park ride and remember, amusement park rides still only offer passive entertainment. The \$60,000 amusement game simulator can achieve \$3 play and still provides an excellent return on investment.

Major international companies like Sega and

Namco are actively expanding their leisure centre operations all over the world. Namco is already the largest leisure centre operator in the United States having recently acquired the Aladdins chain of some 270 stores. They are also actively expanding their operations in South-east Asia and Europe. Sega are also very active in these areas. The fact that the world's major manufacturers are seeking to expand their operating base is a clear signal of the Industry's future prospects.

'Manufacturer of the Year'

"Reprinted from Replay Magazine"

Williams/Bally-Midway has been on a winning streak for a long time; we take an in-depth look at the factory to discover the reasons why

"Coin-op manufacturer of the year" - that title can only belong to Williams/Bally-Midway. Distributors awarded the honour to the Chicago factory at this year's ACME. And how do operators feel about this company? Well, just look at the equipment popularity chart in the front of this magazine.

In our April issue, WMS's NBA Jam was ranked the number one dedicated game. Kits? Mortal Kombat in kit form is pulling a higher rating (9.42 out of a possible 10) than any other conversion around. Pinball? WMS strongly dominates this category as well, having established a modern-day industry sales record with Addams Family...which remained number one on our chart after more than a year. WMS typically holds six out of 10 spots on our top pinballs rating chart, too.

If you think about it, WMS has been on a winning streak for a very long time. They have gone from hit to hit: Pinbot and High Speed in the '80s, returning to video later on with games like Narc, Terminator 2, the High Impact titles and the current chart-toppers... not to mention novelties like Slugfest and Hot Shots, plus their shuffle alleys and now their successful line of gaming products. In truth, the factory seems to have developed a Midas Touch when it comes to electronic entertainment.

How do they do it? We spent a couple of days at WMS, seeking the answer. We chatted with company execs, game designers and experts in manufacturing, service, quality and inventory control. We walked the assembly lines and saw the huge labour force at work. We inspected the new, expanded plant. We saw the hi-tech manufacturing equipment and modernized production systems.



WMS's Sales & Marketing VP Joe Dillon and VP/GM Ken Fedesna accept "Manufacturer of the Year Award" from AAMA prexy Bill Rickett. WMS was voted the award by U.S. distributors.

We found that WMS's success rests on several key factors. The first is obvious: they have a lot of talented and skilled people who work extremely hard, from the designers to the PCB-punchers. The night security staff knows the company's execs by sight. Assembly line workers boast an average 19 years of experience.

The second factor in WMS's success is an extraordinarily high level of teamwork. Creating a WMS game today is a "total factory effort", an integrated program from Day One of a new concept, including licensing, manufacturing, sales and marketing disciplines...right through design, prototypes, market tests, production, shipping, and service support.

The company certainly has "stars" in the design offices, but that's only the one element of the team. Williams/Bally-Midway also has VP and General Manager Ken Fedesna, who jealously protects and supports the engineers. It has Sales & Marketing VP Joe Dillon, who pays special attention to distributors. It has Marketing Director Roger Sharpe, who builds creative relationships with other entertainment industries, and keeps a spotlight on the fun and excitement of the games themselves. And, atop the whole structure, the company has

President Neil Nicastro and Chairman Lou Nicastro, who keep a sharp eye on business realities. Teamwork!

A third key ingredient to WMS is a truly professional attitude. They're focused on a single objective: making games that earn the best possible income for operators. You don't hear them putting down the competition. Like all winners, they're more interested in competing

with themselves, trying to top yesterday's benchmark, and finding new ways to reach higher levels of excellence.

One way WMS is reaching for greater excellence is aggressive, ongoing modernization of plant and equipment. This comprises a fourth major element in explaining the WMA success story. The organisation is simply unwilling to build tomorrow's games out of World War II-era tool and die works. In recent years, the firm has integrated more and more computerisation and up-to-the-minute management theory and efficiency techniques into its production, parts, service and shipping operations. The difference is fewer mistakes, lower overhead, incredibly flexible assembly lines, and faster customer response time...to name just a few benefits.

As the industry moves to a new era of hi-tech "under the hood", and a new era of professionalism in the front office, Williams/Bally-Midway is a sterling example of what a modern, successful coin-op manufacturing company "should" look like. In the coming years, you can count on them winning some more plaques and trophies to hang next to that "Manufacturer of the Year" award.

Midway Manufacturing Co. Enters Into a New Age of Bally Pinball Excitement and Innovation

The Twilight Zone TV Programme entertained, touched us, and left its indelible mark. From 1959 to 1964, during its original five-year run on CBS, The Twilight Zone attracted a weekly audience of close to eighteen million people, and since then the numbers that have watched it in syndication have added countless millions more. With the presence of its host and creator, Rod Serling, The Twilight Zone presented a universe of possibilities and options that held us transfixed for 134 half-hour and 17 hour episodes.

"You unlock this door with the key of imagination. Beyond it is another dimension. A dimension of sight, a dimension of mind. You're moving into a land of both shadow and substance, of things and ideas. You've just crossed into The Twilight Zone."

These universally familiar words were Rod Serling's open invitation to the most unique anthology ever created. And now the same collective genius that brought the world **THE ADDAMS FAMILY**, **FUNHOUSE**, **WHIRLWIND** and **EARTH-SHAKER**, are ready to make history again with the introduction of a totally unique pinball experience. Only **TWILIGHT ZONE** will allow players to open a door where things are not as they seem . . . a pinball that isn't a pinball, flippers that aren't really flippers and a clock that's not a clock.

Enter a new age of **SUPERPIN™** pinball that's sized right for today's demanding player audience. It's a world populated with Hitch-Hikers, a Gumball Machine, Player Piano, Slot Machine, Robot Ramp,

Town Square Madness, Dead Ends, the Power Field, Door Panels, Spirals, a Camera and Super Skill Shots.

TWILIGHT ZONE delivers game play of exceptional depth and diversity with the multiple scoring modes offered by fourteen distinct door panels. Players can test their skills in Fast Lock Multi-Ball® action or 3-Ball Multi-Ball for Jackpots that award tens of millions of points. In addition, there's the mini Power Field featuring Bally pinball's dazzling MagnaFlip™ magnetic flippers and the chance to defeat the Power.

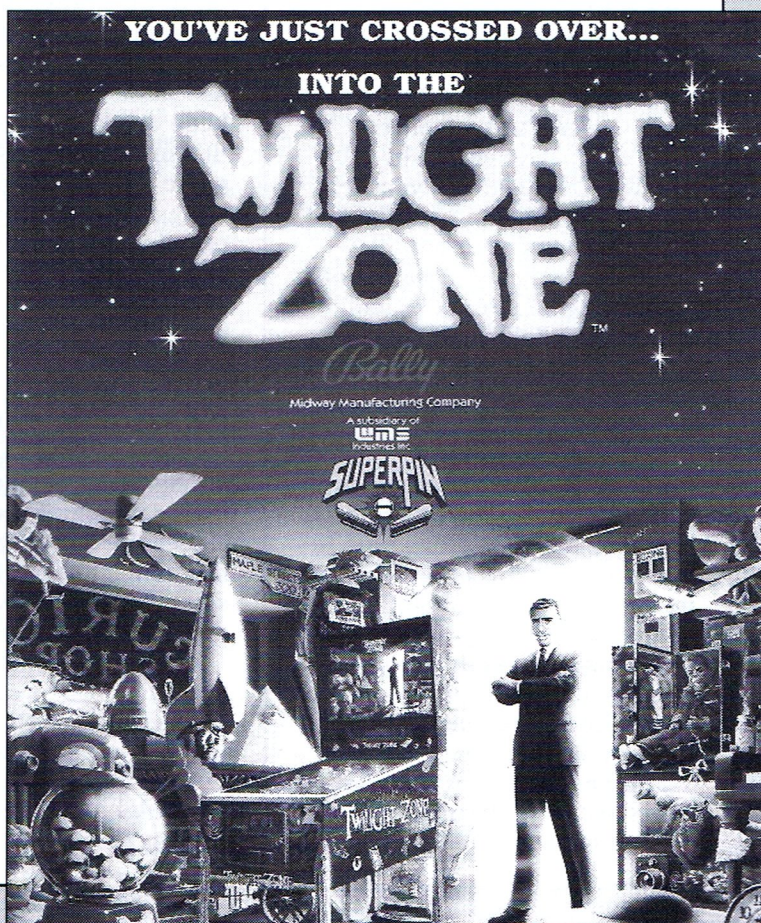
When is a pinball not a pinball? In **TWILIGHT ZONE** players will discover the answer when they experience the wonders of an amazing space-age, white Power Ball and the explosive excitement of Power Ball Mania.

With more patents pending than any other game in history, **TWILIGHT ZONE** lets players tempt the fates of time with a clock that can strike chaos and scoring that totals millions of points. Or, there's magnetic diverting Spirals that can magically stop a ball in flight and serve it back

to a waiting flipper. And the challenges never end with the ultimate intensity of Lost In The Zone featuring **6-Ball Multi-Ball** play where the rewards are staggering!

But there's still more to **TWILIGHT ZONE** with another industry first. An exclusive Buy-In allows players to buy an extra ball at the end of a game; where all scores and game features continue at the level where normal gameplay had ended.

Leave it to the number one pinball people in the world, as Midway Manufacturing Company leads the industry to the new standard of excellence and design innovation. It's all for the taking when players unlock the door and enter into the **TWILIGHT ZONE**. □



US-AUS Team in World Pinball Clash

Congratulations to Australian Pinball Star, Robert Mackintosh who won 2nd Place, Pinmaster Teams, 1993 World Pinball Championships, Milwaukee, USA.

One of Australia's best pinball players, Robert "Radar" Mackintosh recently teamed up with current World Pinball Champion, David "Hurricane" Hegge, to compete in the Pinmaster teams event at the World Pinball Championships held in Milwaukee, USA.

Robert, 29 years old from Melbourne, learned that he would be competing in the World Championships less than two weeks before the actual event!

"I couldn't believe it when I got the news", Robert told Leisure Line. "I was disappointed when I finished second in the Timezone National Pinball Championships in November last year, but this really makes up for it!"

The winner of the 1992 National Pinball Championships, Scot Joseph, from Queensland, withdrew from attending the World Championships in Milwaukee, USA, at the last moment due to "personal reasons". Timezone was faced with the situation of having to find a replacement just 12 days before the World Championships were set to start.

Fortunately, Robert Mackintosh was able to organise his commitments to travel to the United States. His brother, Alan, was also able to get time off work at short notice and he accompanied Robert on his very first trip overseas. And what a trip it was, for a pinball fan, because the United States has long been regarded as the centre of pinball and the home of any likely world champion.

Wisconsin's premier venue,

The Grand Milwaukee Hotel was suitably equipped to handle the influx of pinball hopefuls from all over America, and from all over the rest of the World. The Grand Ballroom, glittered, glowed and resounded to the cacophony of more than 100 brand new pinball machines donated for the event by the world's leading pinball manufacturers such as Bally, Williams, Data East and Premier Technology.

Players competed on four of the latest games - some of which hype had never seen before. Twilight Zone from Bally - the world's first "SuperPin" - proved to be the hit of the show - and provided the players with the ultimate challenge. "Twilight Zone was the game the players wanted to keep on playing", said Robert, "It's unbelievable - the best game I've ever seen!"

"Luckily, I'd also had a lot of practice on Dracula at Timezone in Melbourne, so I was confident of giving my best on that machine", Robert added.

Other games included Jurassic Park and Tee'd Off, the latest from Data East and Premier.

The event was not without it's critics, however. Some players, it seemed, found that the difference between machine settings, even between identical models, caused some difficulty.

David Hegge told Leisure Line by phone from Chicago "Despite that fact, each match was played on one machine, so all players had the same difficulties. The easy Tilt setting were well received by



David Hegge (left), Robert Mackintosh (centre) and Doug Young IFPA (right)

those players who really shove the machine about", he said.

The tournament got under way on the Friday evening, with players meeting in the Grand Ballroom to get acquainted with one another and with the machines. Players had the opportunity to meet with the games designers to be briefed on the scoring techniques for each machine.

Players were encouraged to observe the olympic spirit of fair and friendly competition and good sportsmanship, and to enjoy the company of new-found friends. To conclude the opening festivities, the players were treated to a rousing rendition of "The Star Spangled Banner, America's national anthem. Then it was time for pinball's equivalent of the Grand Final to commence!

Early next morning, after a brief game strategy meeting, Robert's playing got under way. Unfortunately, nerves and jet lag contributed to a few playing errors which cost Robert his chance at the ultimate title, the Pinmaster Singles World Championship, after several playing rounds. "I was kicking myself" said Robert "If only I'd

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US-Aus Team cont...

got a little more sleep on the long flight over the Pacific, it would have been a different story", he said.

However, the Aussie pinballsupremo got a chance to redeem himself when he teamed up with David Hegge, 1992 World Pinmaster singles champion, for the 1993 Pinmaster team event.

It was not all plain sailing, however, and an early loss almost saw the pair eliminated before they got properly warmed up. The rules give one chance, and as they continued through their matches, they fought back from an early loss situation to get into the final two pairs.

Eventually, they found themselves in the Final, pitted against the top Japanese pair, Naoki Masuda and Kenji Ishii, both from Tokyo. It was a long and arduous battle, and either pair could have won. In the final analysis, the Japanese pair were just that little bit fitter and more focussed on their game, and David and Robert had to settle for second place. Third place went to a

team from Virginia, USA.

"This was the first time ever that a pinball final at world championship level hasn't been dominated by Americans", Robert told us when he landed in Australia. "The Yanks will be working hard on their game over the coming year to try to keep ahead of the international competition", he said.

Over 400 players from 30 US states and six foreign countries competed in this year's event, organised by the International Flipper Pinball Association. The IFPA's experience in such championships, and with the organisation of pinball leagues on a massive scale, helped Leisure and Allied with the planning for last year's National Pinball Championship and with the planning for the Pinball Leagues, currently undergoing testing in Melbourne.

"LAI's link with the IFPA is a tremendous resource", said Ross Wyatt, LAI's pinball league organiser. "Organising a Pinball Competition, or a Pinball League, which really works, is nowhere near as straightforward as you might think, and the IFPA's wealth of



Pictured here is some of the outstanding hardware that was given away at the 3rd Annual IFPA World Pinball

Championships. These pieces are now housed in residences throughout the world.

knowledge in this area is a great help to us here in Australia", he said.

And the last world from Aussie Pinball Champ Robert Mackintosh? "I'll see you there next year. But now, I gotta get some sleep! We played over 20 hours of pinball, and flew for over 40 hours altogether - and I'm absolutely worn out!"

Leisure Line congratulates Robert on his success, and looks forward to seeing more Australians in next year's World Pinball Championships. This is to pinball, what the America's Cup is to yachting. One day, one of our players will bring that trophy home. □

Lobbying Continues Against Victorian Registration System

Leisure and Allied Industries is continuing to lobby actively against the registration system which was introduced by the Cain Government in Victoria several years ago.

The purpose of the registration system was to control the use of illegal gambling machines disguised as amusement games.

Whilst the objective of the registration system was laudable, the scheme was a failure.

However, illegal gambling machines are now believed to

be a thing of the past, due to the introduction of legalised gambling machines from Tattersalls and the Victorian TAB, coupled with a massive increase in fines payable by individuals and corporations found to be engaged in the operation of illegal gambling machines.

Doggedly persistent lobbying by Leisure and Allied Industries' marketing unit, in conjunction with a public relations firm with many years experience dealing with the Victorian Government, has resulted in an announcement by the Minister for Gaming, the

Hon. Haddon Storey, of a review of the Lotteries, Gaming & Betting Act in relation to coin-operated amusement machines and other matters by the Victorian Gaming Commission.

Lobbying by Leisure and Allied Industries will continue to pressure the Victorian Government to change this inequitable system which wrongly penalises Victorian operators of amusement machines for the misdoings of a small number of operators who felt they were above the law in the past. □

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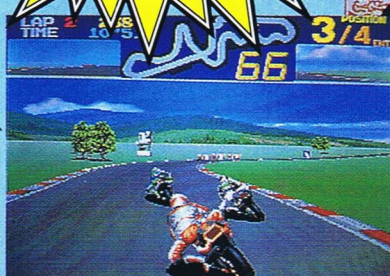
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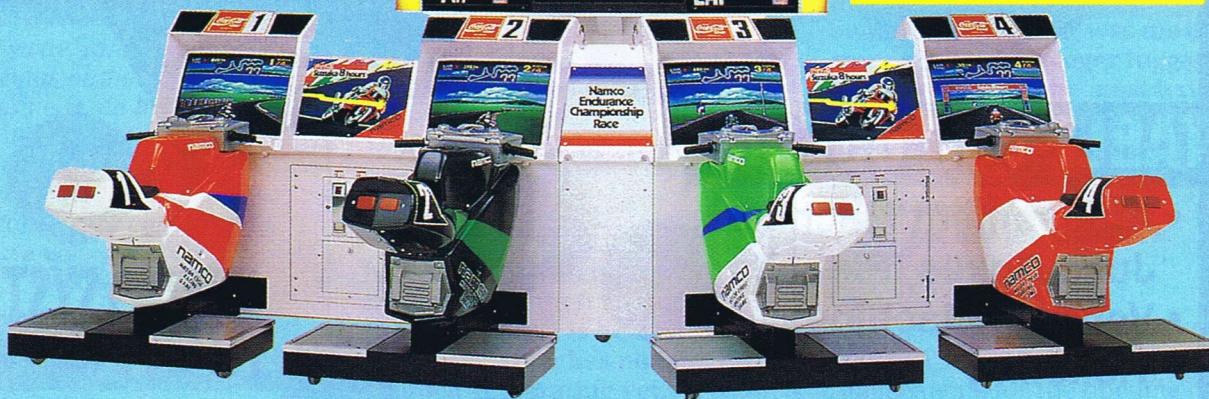


Due to unprecedented popularity of this game and the short supply in the market we have decided to re-release this product. Available as a twin unit or a four player unit with tower monitor.

The Suzuka 8 Hours World Endurance Championship Race held at Suzuka Circuit in Japan in midsummer is one of the world's famous motorcycle races. The riders challenge the limits of man's strength and concentration, and machine's power and ability from its start in the early afternoon until its finish after sunset. The course of the COCA-COLA SUZUKA 8 HOURS is modelled after this Suzuka Circuit, and the game fully compacts eight hours of passion, excitement, sweat and thrills into four laps



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Pinball Leagues Underway

The Australian Pinball League has its first season up and running in a big way. Now in its 6th week, the event is proving extremely popular in many locations. One operator has already reported that his pinball takings have tripled since introducing the league.

The Australian Pinball League has been founded and developed by members of Leisure & Allied Industries and leading pinball operators. The objective is to establish a workable structure and then hand over the administration of the league to the players. The test league currently being conducted in Melbourne involves seven locations playing in a fourteen week season. Each location provides a team of four players, two of whom play at home each week and two play away. Detailed rules and regulations have been developed along the lines of the US leagues. The league is being supported by posters in locations as well as player registration forms, rule handbooks, summary of rules for display on the wall, and of course, score sheets.

After 6 weeks, it appears that the key to a successful pinball league are as follows:

1. LOCATION

The location should already exhibit an established desire among players to compete in a

more organised competition. A location which has lots of transient game players is unlikely to be able to attract a regular team.

2. THE PROPRIETOR

So now you've selected a location which has players willing to compete in your league. Now talk to the proprietor. It is important that he understands that he can substantially increase his revenue by making sure everything runs smoothly. He will need to pin up the result sheets each week and ensure visiting players gain access to the machines. A warning! Some of our locations have dress restrictions. Because the security staff at the door were not advised of the pinball league, some of our players were turned away for failing to meet the dress standards. This must be established clearly with all other competing locations before the league commences.

3. THE OPERATOR

The key to ensuring that the whole league is a success is undoubtedly the operator. He must sell the benefits of a league to the location proprietor to ensure he or she will be committed to it. The operator must also collect prize money and score sheets to return them to the central administration point. We have now set up a system whereby the location owner faxes the

score sheet direct to a central point on the night of the competition. This ensures the results can be posted back in the location later that week. Fast feedback of results is essential to keeping player interest.

At the time of writing, the A.M.O.A. in South Australia was poised to launch its test league. This league is to be conducted in 8 locations with a similar rules structure to the Australian Pinball League. Once the Australian Pinball League and the A.M.O.A. League have run their complete season, each group will share their experiences to ensure a simple and effective pinball league structure is established, which can then be rolled out right across the country.

WHO BENEFITS?

The great thing about pinball leagues is that everyone benefits. Players benefit from the formalised competition making pinball more than just a pastime. The location benefits from increased revenue direct from the pinballs as well as through bar sales. The operator benefits with increased takings and the potential to place additional machines at the location. And the entire industry benefits from the lifting of the image of pinball from a "pastime of a misspent youth" to a genuine world wide sport. □

Japan Coin-Op Bigger Than Home Games

According to figures released from Japan, the sale and operation of coin operated games is larger than the sales of home consumer games in the Japanese market.

Figures released indicate that coin-op sales were 487 billion yen (\$6.32 billion) whereas the sale of home games was 411

billion yen (\$5.33 billion).

In Australia, by comparison, the coin-op market is estimated at around \$250 million however the home consumer market has been projected at about \$400 million.

In the United States, the coin-op game industry is more than double the size of the movie

industry yet in Australia, it is only about half the size.

These statistics seem to indicate that the Australian coin-op business still has a lot of growing to do in which case we can expect a healthy development over the next few years. □

Video Games to get Seal of Approval

The National Amusement Machine Operators Association has formed a committee to develop a special "Seal of Approval" for video games.

Only those games which meet the draft guidelines of the industry Code of Practice for Video Game Content, adopted by the National Association from a Discussion Paper written by LAI's Chris Blackman, will be given the seal.

The aim is to avoid costly intervention by the Government.

Recent community concern over violence, pornography and degradation of women and

other minority groups in video games has become the focus of attention of lobby and pressure groups.

The Prime Minister recently requested all State and Federal Ministers Responsible for Censorship consider a classification for video games.

The N.A.M.O.A. "Entertainment Seal of Approval" will be a clear demonstration to members of the public that the game they are playing is approved by the National Association.

The National Association is planning to publicise the "Seal of Approval" prior to the



national meeting of Ministers Responsible for Censorship in a bid to demonstrate the industry's responsiveness to community issues. □

Sega Make Mega Bucks

Japanese Video Games Manufacturer, Sega Enterprises Ltd. said that its group pre-tax profit jumped 59% in the year to March 1993 to 57.4 billion yen (A\$808 million).

Sega, the second largest Japanese Electronics Game Manufacturer after Nintendo, said consolidated sales also leapt 68% to 416.2 billion yen (A\$ 6.5 billion). For the current year, it forecasts pre-tax profits of 65.5 billion yen (A\$922 million) on sales of 480 billion yen (A\$6.76 billion).

Full credit for this amazing success story must go to the company's chairman and chief executive officer, Mr. Hayao Nakayama who took control of the company in 1984 at a time when total sales were only about \$200 million, less than 3% of their present level.

The current results make Sega even more profitable than Australia's largest and profitable company BHP.

Hayao Nakayama originally started in the coin machine business in Japan as a distributor under the trading name Esco Trading. He sold his company to Sega in the early

1970's, then owned by the American Corporation, Gulf and Western. In 1984, Gulf and Western sold Sega to a Japanese software company CSK Limited and Hayao Nakayama became the Chief Executive Officer. Sega has now grown to the point where it is actually a larger company than its holding company,

CSK. This amazing success story comes at a time when the major Japanese companies such as Toyota, Nissan, Mazda, NEC, Sony and other giants are reporting massive profit falls and substantial trading losses.

Leisure Line salutes Hayao Nakayama as a great industry leader and visionary. □



What the Media is Saying About Our Industry

Reprinted from Successful Selling Magazine

Pinball was once the symbol of a misspent youth. When video games hit the market in force in the mid 1970's, many industry pundits thought they spelled the end of pinball.

Nothing could be further from the truth. We talked to Craig Hawkins General Manager of Silver Ball Amusements who has cashed in on the growth of pinball popularity.

When did you first become aware of the business potential for pinball?

In August 1991 through a friend who saw an advertisement placed in The Age by Leisure & Allied Industries selling what were essentially established small businesses.. After seeing what they had to offer, three friends and I formed Silver Ball Amusements and purchased eight machines to give us a decent sample.

How many do you have now?

We now have over 100 located primarily in hotels. Each is taking around \$200 a week!

Have those 100 machines been financed completely by your original eight?

Not completely. Silver Ball obtained additional capital from shareholders and finance companies as well as internal funding where possible.

How many do you have at Silver Ball?

Three full-time and two part-time. The part-timers work weekends and after hours providing a seven-day 24-hour service.

How do you tell the difference between a good pinball and a bad one?

Usually we discuss it amongst ourselves before we buy. The only way to do it is to look at the test results of Leisure & Allied Industries then buy a couple and try them.

So it's the money in the cash box at the end of the week that determines how good a pinball is?

Yes, nothing more, nothing less. We may buy a few on spec to try them but at the end of the day

you get pretty much the correct feedback from your sites. There are some basic fundamentals about a pinball such as being associated with a well known theme and general appeal and familiarity are important.

What is the most successful pinball you have had?

Addams Family. Initially Terminator II had bigger highs, but the Addams Family seems to have lasted longer.

What sort of return on investment can a pinball operator expect?

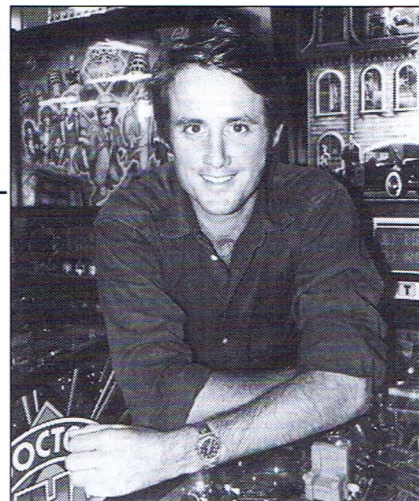
One great aspect of this business is that initial overheads are quite low. It's possible to do it from home. In terms of gross revenue you would expect your pinballs to pay themselves back in the first year. Of course your depreciation rate is going to be around 50 per cent, so you're looking at around a 50 per cent return on capital before you pay your service costs and around 35 per cent after service costs.

What do you think is the key factor in your company's success in this new and exciting industry?

I'd say there're a couple. One is making sure you buy the right machine for starters, and secondly putting it on the right site. Location is paramount. It is a combination of the right machine good sites and then to make it work over the long term you must provide fantastic service and you must keep bringing in new models. You must have seven-day service because you make your money by having machines that work. What's now becoming important is trading in machines. If you want to reinvest there needs to be a good market for second-hand machines. Your ability to update is largely determined by the value of your older machines.

I want to ask you about service. Does it require any special technical ability or engineering degrees in electronics to service a pinball?

No it's more hands-on experience. We have one



Craig Hawkins of Silver Ball Amusements with some of his beloved Pinballs

specialist technician who looks after all of our machines. Most of the playfield can be looked after with a little bit of training and some patience. However there are certain areas of the machine which obviously require people who have specific training. That's where Leisure & Allied Industries has been very helpful to us. When our technicians can't fix it, we bring it back to Leisure & Allied Industries and it has the technicians and equipment to fix it for us. They also run training seminars for our technicians.

I understand that pinball league competitions and national championships are now appearing. Are you involved with those?

Yes we are. We've selected one of our better sites to give it a trial on and all indications are that it should be well received.

What advice would you give to an investor with no experience in this industry who was looking to get involved?

Keep out of it and leave it to Silver-Ball! No only joking (I'm not so sure: ed) If you're going to get involved make sure you really get involved. It's not just a matter of getting the machines, putting them in a location and just forgetting about them. You must be prepared to maintain them at all hours of the day and you've got to be prepared to update them frequently.

Has operating pinballs always been your full time profession?

NO, but it is now. My background is in agriculture economics and corporate finance.

Thankyou for your time Craig.

Laughing all the Way to the Bank

"Reprinted from Personal Investment"

What other Media is saying about Our Industry

Teenagers shooting pool, shaking pinball machines, and pumping lead into notorious criminal Mad Dog McCree in amusement parlours may seem far removed from the investment world, but amusement machines - video games, pool tables, juke boxes and pinball machines - can make good money for their owners.

There are 2000-odd amusement machine owners (called operators) in Australia, who own about 40,000 machines. Many operators own only a few machines but the large operators, like Leisure & Allied Industries (which also manufactures and supplies amusement machines), own many thousands.

"Amusement machines are wonderful businesses to invest in provided you get the right advice," says Thomas Davenport, chairman of the Victorian Council of Accredited Amusement Operators. "They can be beautiful little investments for mums and dads."

George Campbell, Queensland-based chairman of the National Amusement Machine Operators Association, says operators can earn up to 30 per cent on their investment in amusement machines, but he says there are some big dangers. "I have seen people lose their life savings," he says.

He also warns against unscrupulous promoters, who set up "runs" of amusement machines and flog them to unsuspecting buyers at inflated prices. Campbell says new investors should start small and build up, rather than buying amusement arcades, for example, lock, stock and barrel.

Above all, Campbell says, amusement machines should not be treated as sleeping investments. "They have to be approached as hands-on working businesses," he says. "Most successful operators are hardworking small business people who have prior business experience and a working knowledge of the machines they own. It's important to be able to handle the finances and judge the cashflow. As soon as you rely on other people to fix your machines, you are leaving yourself open to trouble."

Entering the industry is not difficult. There are a myriad of machine suppliers, and many retailers - like owners of milk bars, hotels, amusement arcades, snack bars and fast food outlets - are only too happy to have machines on their sites. Operators and retailers split the takings from the machines. Although most machines turn over about \$100 to \$200 a week, popular ones on a good site can attract up to \$700.

The average pinball machine costs between \$7000 and \$8000, while video game machines range from \$5000 to \$20,000, depending on their complexity. Pool tables are closer to \$3000, and juke boxes range between \$7000 and \$20,000.

Campbell says it is important to formulate agreements, including details of site and profit-sharing, with retailers before buying a machine. Standard-form contracts (as well as operators' instruction courses) are available from operators' associations in most states, and in many states licenses must be obtained. Much information can be gleaned from magazines including Leisure Line and Cash Box Australia.

Once the machines are bought and installed they must be regularly serviced and cash must be continually collected. Operators who rely on others to service their machines will incur high expenses. "Operators should really learn how to use a screwdriver," Campbell says.

"It's possible to run up to 100 machines by yourself without taking on extra help," he says. "But you will be extremely busy." An operator running 150 machines will probably need help with the servicing, especially if the machines are not located in the same area.

Campbell gives the example of an operator who may not want to be in the business fulltime. "Let's say you want to run ten machines. The all-up capital cost will be about \$80,000. Servicing the machines and collecting the cash may take ten hours a week. An average machine may take \$100 a week, of which the owner will get \$50. For ten machines that's \$26,000 a year. Repairs may chew up half of that, leaving net profit of \$13,000. That's a return on capital of 16 per cent."

Alternatively, you can keep your up-front costs lower. Campbell says pool tables cost only about \$3000 each, are easy to maintain, and return as much as pinball machines. Other machines, like video games, may require constant updating, and pinball machines require the most maintenance because of their many moving parts "You never know how a video machine will go," Campbell says. "They are a bit like films. Some do well for ages, while others flop."

Continued over.....

Laughing all the way to the Bank cont...



Imelda and James McLean: turning to amusement machines a good move.

Imelda and James McLean, both 37, have been running amusement machines since 1984 and they have made a success of it - they have bought a house and land in the Melbourne suburb of Knoxfield.

Amusement machine operators guard jealously the number of machines they own. The McLeans are no exception, but clearly they own a sizeable number. Their machines are located in milk bars, take-away shops, shopping centres, video-stores and pubs throughout Melbourne's western, northern and south-eastern suburbs, as

well as the city area. They even have some machines in the country.

Imelda says they used to share machine takings with site-owners on a 50:50 basis, but now arrangements are closer to 70:30. "If you have a \$15,000 machine on a site, that's a lot of money tied up," she says. "As machines got more expensive, we simply had to take a bigger cut."

Until 1991 both Imelda and James had full-time jobs - Imelda as a supervisor at Melbourne's Southern Cross Hotel, and James as catering manager at

the Public Transport Corporation. Today Imelda works fulltime on the amusement machines, principally keeping track of the bookwork and collecting the cash from the machines.

James has retained his job, collecting money from the machines and servicing them in his spare time. He learned the technology through friends, instruction manuals and industry magazines. Together, the couple spend between 50 and 80 hours per week on their machines.

Imelda, a member of the Victorian Council of Accredited Amusement Operators, says: "I have come to love the industry. It has been a good move for us." She says they will continue to expand their business and there should be no lack of opportunities. The industry is forever producing new amusement machines.

Not that James and Imelda's business has been without its trying times. Last year, for instance, thieves stole \$20,000 of video software from the McLeans' machines.

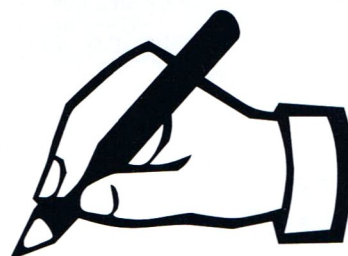
Imelda agrees with Campbell that there are other ways to lose money through amusement machines. "In order not to lose money you must know a lot about the business before you join," she says. "Once you are in you have to be devoted to it, as you must be to any sort of small business. Newcomers should not hesitate to join the association, which costs only \$150 a year." □

Letters to the Editor

Leisure Line is always happy to print letters from readers. We actively seek input from amusement industry operators, coin-op aficionados, anybody! Letters should be no

more than 400 words, and preferably typed or written clearly.

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Censor Slams Wowser Groups

Reprinted from "The Australian"

Religious and other pressure groups, aided by the media, were hijacking the censorship debate to push for restrictions not supported by most Australians, the commonwealth deputy chief censor, Mr David Haines, warned recently.

Mr Haines, speaking at a Brisbane conference on censorship organised by the Queensland University of Technology, said the pressure groups often used dishonest or incorrect information as the basis for their campaigns.

"From a personal perspective, I find it unsettling that the agenda can so often be hijacked by those with a personal, religious or socio-political barrow to push," Mr Haines said.

"Pressure groups seem increasingly able, with the eager connivance of the media, to press for changes which do not necessarily reflect the views of the majority of the community and which are apparently based on little more than half-truths or a misrepresentation of facts or, more often than not, hearsay."

One example where restrictions were not in apparent step with community opinion was in relation to X-rated films. A study for the office had found 70 per cent of

by: Roy Eccleston

people supported the availability of sexually explicit material between consenting adults for people over 18.

"This of course is in stark contrast to the banning of X videos in all States," he said.

Sixty-five per cent of people also believed there was a link between violence in society and violence on television, despite the lack of evidence, he said.

"I believe this raises important questions about how such attitudes are developed, although I suspect that alarmist media reporting has much to answer for," Mr Haines said.

"The real obscenity is not the slasher movie or the sex video but the carnage repeated nightly in news and current affairs programs, the sensationalised presentations on Hinch, Hard Copy, Inside Edition and Real Life.

"Claims that music by Judas Priest or Guns 'N' Roses drive youngsters to suicide ignore the constant battering of young people's sensibilities by depressing material on TV: the greenhouse effect, dwindling resources, famine, unemployment.

Mr Haines also urged that concern about the violence on

some computer games - such as ones in which players attempt to rescue young women from psychopaths - be tempered "by an understanding of what it is that young people get out of these games".

On magazines, Mr Haines said there had been moves in some jurisdictions to remove "pornography" from public gaze, with some "men's" magazines marketing Category One publications (showing female genitalia) in covers that hid all but the title.

"One wonders what is likely to happen to the host of women's magazines the front covers of which scream out 'Read all about it: the 30kg penis', 'The New Rules for Oral Sex', 'Animal Dreams - What They Really Mean'."

Mr Haines questioned whether the regulation was the answer.

"It is difficult to conceive of Justice Bollen and Judge Bland forming their recently expressed controversial attitudes to rape from a lifelong addiction to magazines, let alone The Picture."

Mr Haines specifically criticised the anti-pornography group Project Family, which he said was guilty of spreading misinformation. □

New Corporate Look

Timezone employees around the country are wearing items from the new Corporate Wardrobe.

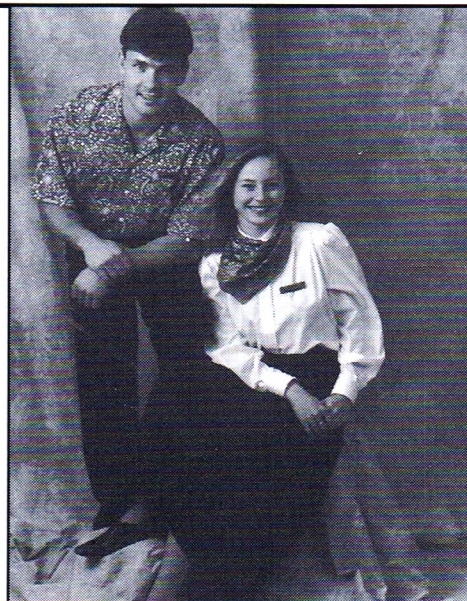
Realising that not all people are the same, the Melbourne based designers came up with a mix and match outfit that can be created to suit all tastes.

The fun of pinball and the Timezone log is featured on a specially designed fabric which is used on many of the items. And of course there is plenty of

colour to further enhance the new look.

Over the next few months, all Timezone staff will be outfitted from the Corporate Wardrobe - which further professionalises our industry.

Featured in the photograph are Michael and Emma, both Melbourne based employees of Leisure & Allied Industries/Timezone. □



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AMOA (NSW) Votes Coghlan to Chair

Steve Coghlan has been elected as Chairman of the Amusement Machine Operators Association Limited of New South Wales.

Steve operates a number of Spin Out and Time Out Family Entertainment Centres throughout Sydney, including Newcastle and the ACT, and has pioneered the development of leisure centres in some of New South Wales' most significant shopping malls.

In this interview, Steve shares with Leisure Line readers his views on where the Association needs to head in New South Wales.

It can be a thankless task, heading an Association in an honorary position whilst trying to run a business which consumes all the hours God sends leaving you precious little time for yourself and your family. In our first question, we asked Steve why he'd decided to run for the position.

SC: *"It seemed the Association needed to recognise its role in the future of the amusement industry and it certainly wasn't covering all of its costs so I felt I had a part to play. The Association has to be run first and foremost as a business, and needs proper management controls and administration. The Association needs to develop media handling skills and to provide a proper service to operators. I also felt it needed a serious injection of energy to get things happening and to really give it some direction."*

LL: Who makes up your Board of Directors now?

SC: *"Barry Bates, Juliette Harper, Greg Maratheftis, John Robeille, Juan Uribe, Peter Psaltis, Harry Tester, Andrew Savva, Michael Hemphill, George Young, Sid Bassington and Bruce Colbourne. Thirteen of us all up, it's the largest Board composition ever. And it's terrific to have such*

a wealth of experience in some of the very seasoned operators who sit on this board."

LL: What are the greatest challenges facing you in this role?

SC: *"Our biggest challenge is to have a properly functioning Association, to promote a better image for the industry, to provide professional support to operators, and to create an environment of self regulation. We have to create lines of communication between distributors and operators and statutory bodies at local, state and federal government level. We need to get all of the parties working together, by working with them, rather than trying to fight them. And our greatest challenge of all is to give operators some tangible benefits, some reasons to belong to the A.M.O.A."*

LL: Membership seems to have declined recently, why is that?

SC: *"Membership declined because the perception of members was that A.M.O.A. membership wasn't providing them with any benefits. I think we can reverse that trend, we can reverse it quickly and strongly. Already I have received pledges from Video Craft and Escape, who want to join as small distributors, and pledges have come in from at least 20 operators who see that things are starting to change."*

LL: To an operators, what's the main benefit of being a member?

SC: *"An image to bring our industry in line with other commercial businesses in Australia. Our business has to be seen as a proper business rather than "monkey business". I want all operators in New South Wales to be able to lift up their heads and answer proudly when people ask them what kind of business they're in. We need to be able to give operators a higher standard*

of professionalism through advice and support, to identify, assess and work on issues before they become real problems. The main benefit of membership to an operator would be a new, ethical and professional image."

LL: Other States find Trade Shows a great focus for the industry. Is a Trade Show on the agenda for New South Wales? When?

SC: *"Most definitely! Probably late April or early May, 1994. We're already looking for a high profile location with the aim of attracting interstate and overseas visitors to Australia's biggest city. We've got the world's most beautiful harbour - we'd like people to come here and look at it. The ball is already rolling - more details soon."*

LL: How do you think the public perceives our industry, and what can be done by the Association to improve that perception?

SC: *"I think, as an industry, we're extremely self critical. The public perception probably is not as bad as we tend to think it is. Our image isn't all bad, but it isn't too good, either. We attach an even bigger stigma than the one attached by the public. I think the general public classifies us in the same bag as car salesmen or politicians. And a lot of people probably haven't formed a proper perception about our industry - because they don't know enough about us to form an opinion. Whatever that perception is, I believe it has been created by the old style dark, dirty and dingy pinball parlour of yesteryear. And the*

Continued over.....

AMOA Votes cont...

media doesn't bother to investigate our business. They sensationalise a negative image about us because that's what sells. Most of the public hasn't really made a decision. The Association would work by providing pro-active media, closer communication with Councils, and a high standard of self regulation. Some people just don't want to operate within the law, and we have to show local Government how our members act - and provide a contrast with people operating in the industry who don't observe the appropriate ethics. The Association doesn't have a lot of power to regulate members, but it can create a valuable group culture where membership will be a sought after privilege."

LL: We pay 30% sales tax, whilst consumer games only attract 20%. Does the NSW A.M.O.A. have a role to play in lobbying for a reduction?

SC: "I certainly think that the sales tax on coin-operated games should be in line with consumer games. If that's set at 20%, so should we. I am not sure whether operators see the payment of 30% sales tax as a trade-off against further regulation. You see, I think one of the reasons operators don't kick up more stink about the sales tax is because they're a bit shy of having their business details brought out in the open. There's a lot of people in this industry who don't understand that they can save a lot of tax by proper book keeping, and proper depreciation and write down procedures. There's no need to be secretive - if you run a proper and professional set of books, you'll be able to establish additional lines of funding to help your business grow, with the extra benefit you'll be able to sleep at night. Government perceptions of our industry would then be better and it would be

simpler to get a reduction in sales tax."

LL: What about State involvement with the National Association?

SC: "State issues must take precedence at the moment but I certainly look forward to being able to contribute to national issues in due course."

LL: What about violence in video games?

SC: "Speaking personally, I think this whole violence thing is a bit of a furphy. However, it's a furphy that needs to be answered. Most of the complaints seem to have been generated out of the personal computer industry and they're the ones who are really to blame. Self regulation needs to be orientated towards what can be accommodated within the industry. Violent games tend to be popular with customers - because they are a fantasy, no more no less. However, the issue's become terribly emotive and because they are emotive people become irrational. The industry has to learn not to go overboard in search of higher earnings. We've got to be able to get there without excessive blood and guts. On the other hand, we can't go overboard with regulation. People must not be forced out of business - if the Government bans a whole bunch of games just because someone's complained about them, that could threaten people's businesses, their incomes, their families. We need to ensure we firmly distance ourselves from other electronic and video entertainment and from the personal computer industry. We need to ensure everybody understands an appropriate set of terms of reference so we can respond to them. It's a big issue. But it isn't going to go away, and self regulation, not Government intervention, is the only way the industry can survive. And having operators who are properly

accredited through Association membership will be one way that local Government and other businesses can know they're dealing with people who observe a set of principles."

LL: What do you say about local councils like Marrickville where they intend to modify their local environment plan to ban amusement centre development?

SC: "I've written a lengthy letter already to Marrickville Council to open up the lines of communication. We've offered to work with them to create a code of conduct so people can only operate an amusement centre if they meet this code. We're trying to demonstrate the difference between bona fide, reputable centre operators who are members of the Association, and those who are not members. The trouble is, the planning system seems to only examine the impact on the amenity of the area and doesn't really look at the credentials, qualification and business operations of the proposed operator. When you're talking about school children, youth and young people, you can't have people involved in the business if they don't have a clean, reputable business. Membership of the Association has to be approved by the Board of Directors, so we can ensure only reputable people get the official A.M.O.A. (NSW) accreditation."

Steve Coghlan sounds like a man on a mission. And the Australian amusement industry can only benefit from the involvement of people like Steve running Industry Associations around the country. Congratulations on being elected, Steve, and good luck in your role as Chairman. Leisure Line looks forward to reporting on the results in the future.

New Look NSW AMOA Makes an Offer You Can't Refuse

A recent revamping of the NSW AMOA has seen the appointment of four additional Directors and a revision of the Association's agenda to focus on the needs of the industry it represents.

Steve Coghlan (Timeout) was elected to the Chair and four new directors were added to the existing board. The new directors are Michael Hemphill (Marlin Investments), Bruce Colbourne (AMD Australia), Andrew Savva (AS Electronics) and Sid Bassington.

In the Board's first press release, Mr Coghlan detailed the aims and goals of the new look Association. These are as follows.

1. To lift the image of our industry by promoting it in a professional manner.
2. To assist members with professional advice on management and industry standards.
3. To assist members by providing a communication centre manned by full time staff advising on key business issues such as...
 - a) Local and state Government regulations and attitudes.
 - b) Immediate press statements in reply to any adverse industry publicity.
 - c) Code of Ethics and approved business practices for all members.
 - d) Advice on method of negotiations with local councils or any other area required.
 - e) To provide from time to time seminars, exhibitions and trade shows to keep members up to date with current industry trends.

MEMBERSHIP DRIVE

In an effort to attract new

members to become part of the NSW AMOA, the board is making an offer that is simply too good to refuse.

Memberships are being offered at three levels with each level having real benefits. Admission to the Association at the level applied for must be ratified by the director who receives the membership fee.

LEVEL 1

Small Operator - \$300 pa

On receipt of your fees at Head Office the Small Operator will be issued with four-numbered and dated vouchers for \$50 which can be used quarterly when purchasing from the following distributors: Leisure & Allied Industries, AMD Australia, Galaxy Electronics, Gottlieb, Able Amusements, Videocraft, and Escape Electronics.

LEVEL 2

Large Operator - \$600 pa

On receipt of your fees at Head Office the Large Operator will be issued with eight numbered and dated vouchers for \$50 which can be used quarterly when purchasing from the following distributors: Leisure & Allied Industries, AMD Australia, Galaxy Electronics, Gottlieb, Able Amusements, Videocraft, and Escape Electronics.

LEVEL 3

Social Membership - \$25 pa

This level is designed to encourage those people who work within the amusement industry and who do not fall within the first two categories. These people may be employees of operators, technicians, etc. who have a contribution to make and who can benefit from being actively involved in the Association.

On receipt of your fees at

Head Office, the social member will receive automatic invitations to special functions, dinner dances, trade shows, industry forums etc. and will receive all publications and notifications produced by the NSW AMOA.

TO SUMMARISE

1. Small Operator pays \$300 pa & receives \$200 in discounts so the real cost of membership is \$100.
2. Large Operator pays \$600 pa & receives \$400 in discounts so the real cost of membership is \$200.
3. Social Member pays just \$25 pa and is included in all aspects of the NSW AMOA.

HOW DO I JOIN?

You can join and become involved in the NSW AMOA simply by contacting one of the directors. If you are unsure of how to do this, just ask one of the distributors mentioned above and they will refer you to an Association director.

HOW CAN I AFFORD NOT TO JOIN?

Quite simply, you CANNOT afford not to join. If you are serious about being represented by a strong, cohesive and active industry association become involved now. The industry is under greater pressure than ever and your help is needed NOW.

YOU CAN MAKE A DIFFERENCE. ☐

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MAKES
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THE BEST!!**

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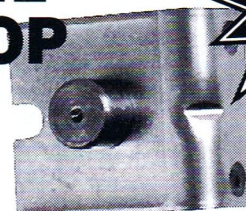
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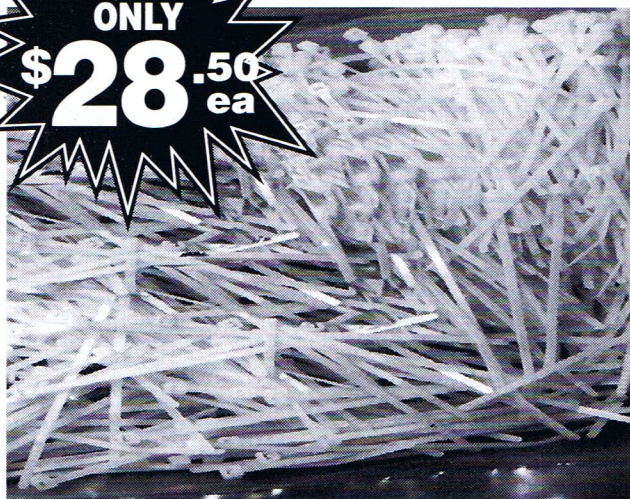
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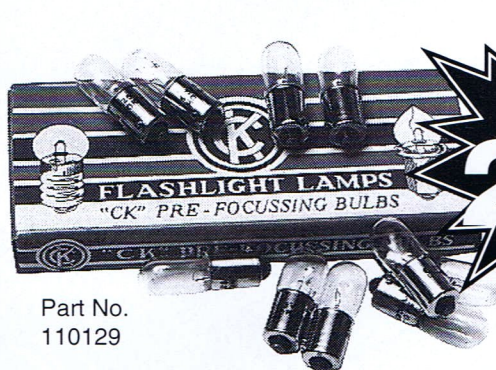
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OBJECTS: Explore the shadow world of the Twilight Zone. BATTLE THE POWER using
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locking the clock.

EXTRA BALL: Shoot the ball multiple times around the Twilight Zone. BATTLE THE POWER using
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SKILL BALL: Shoot the ball multiple times around the Twilight Zone. BATTLE THE POWER using
the LOCK ABLE. Try to unlock the door by opening all of the door panels. Stop TIME by
locking the clock.

THE DOOR: Shooting the POWER BALL by passing the LEFT and RIGHT wings. LOCK held by shooting
the LOCK ABLE. Shooting the POWER BALL by passing the LEFT and RIGHT wings. LOCK held by shooting
the LOCK ABLE. Shooting the POWER BALL by passing the LEFT and RIGHT wings. LOCK held by shooting
the LOCK ABLE.

POWER BALL: Get the POWER BALL out of the GUMBALL MACHINE by shooting at the GUMBALL
MACHINE. Shooting the POWER BALL by passing the LEFT and RIGHT wings. LOCK held by shooting
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BUY EXTRA BALL: At the end of a game, you may buy an extra ball for 1 credit. All features and
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AMOA Queensland President's Report

PERMIT SYSTEM

As relayed in our last Newsletter, we had obtained legal representation and presented a submission to the Treasurer, Mr De Lacy, regarding the high fees, the frequency of payment and the need to abolish the 'step payments' (ie if someone has say, 33 machines, they pay for 33, not 50 as the new Regulations specified).

This submission was made on February 1 1993 and we followed this with another submission on February 22, 1993 questioning the legality of the requirement that all Operators (and shop owners etc) are 'squeaky clean' and comply with all the provisions of Section 85 of the Criminal Code, which we consider to be ridiculous and insulting to all of us.

As expected, we have not yet had a satisfactory answer and although the office of the Treasurer has acknowledged receipts of our Submissions, he has simply turned them over to the Art Unions and Amusements Department for review and comment and review and comment and review and comment!!!

However, we have had one meeting with the Art Unions and Amusements people and since then we have been granted the option to pay our Licence Fees 6 monthly instead of annually, which will certainly assist most Operators. However, the fees haven't been reduced and no other concessions have yet been given, so we really haven't achieved much at all to date.

We don't intend to just run away and hide as they no doubt hope we will and keep hammering on the door to let them know we are serious about our views and have not spent a considerable amount of time and money on preparing legal Submissions for no reason.

One ploy of the bureaucrats is to attempt to fragment the Industry by asking 'individual' Operators and Companies for their 'independent' views and use these to show we are not all of the same viewpoint. Therefore it is important as an Association and as an Industry, that we present a 'unified front', to the Treasury Department if we want our claims to be successful.

Of course we do not all have the same numbers or types of machines, the same financial situations, operate street sites or Amusement Centres, operate our runs entirely on our own, or have a team of employees working for us, so naturally our viewpoint and circumstances may be different, but our objectives should still remain the same and that is to get a better 'shake of the stick' for our Industry and relentlessly pursue our longer term goals, of the total deregulation of our Industry.

Incidentally, it bugs most of your Committee to know that many of you out there are not Members of the Association but still expect to reap the benefits of all the time and money we continue to spend to improve the plight of all Amusement Machine Operators in Queensland.

Although we haven't yet achieved all our requests to the Treasury, for starters, we did manage to get a reduction in registration/licence fees of almost \$25/machine/year. Multiply that by the number of machines you operate and you will see that in most cases we have saved you a hell-of-a-lot more than our Annual Membership of \$150 so how about digging in the 'bickie tin' and do your share for the Association.

SOCIAL

On the lighter side of things, John Burmeister organised a

Social Night for the AMOAQ, which took place on March 6 1993 in the form of a river cruise on the Brisbane River. This was very well attended and everyone who attended had a great night, so we hope to repeat this later in the year if possible.

AMOAQ CONVENTION

Our AMOAQ International Convention '93 is fast approaching and it is time to write this into your diaries and start planning to attend, as although 1992 at the Royal Pines was hard to beat, this one will again be even bigger and better!!!

As you may have read elsewhere, our popular Queensland Convention will again be held on the Gold Coast from September 30 to October 2, 1993, which is during school holidays, same as last year.

It will kick off with a 'bang', as we have booked out Seaworld, for our opening night for everyone including mum, dad and the kids to attend and a fun night is guaranteed to all who attend.

The Convention proper, including the trade show, seminars and Industry forum, will be held at the spectacular Marriots Hotel and the Industry dinner and awards will be within a short walking distance, in the Ballroom of the Gold Coast International Hotel.

For those sporting types, the Convention will conclude with our Golf Day and this year will also include a fun Tennis tournament, both to be held at the fabulous Palm Meadows (which featured Greg Norman as their touring pro). Both events are expected to attract sizeable numbers of interstate and overseas players and some keen interstate rivalry!!

All in all, the AMOAQ Convention '93 is an event you

Continued over.....

should not miss, so start planning your holiday now for Queensland Gold Coast during the September-October School Holidays.

LOCATION CONTRACTS

At long last, your Association is getting close to putting out a standardised Site Contract, which will have been scrutinised by our 'legal eagles' and endorsed by your Association.

It is becoming increasingly important to protect your investments with Site Contracts, as there is many a sorry Operator who relays stories of how he has lost his top sites to other Operators, or the ever-increasing situation where a site owner has simply told him to take out his machines, as he has received a 'better offer'.

We are running a business, same as any other business which needs some protection. Can you imagine Coca Cola putting in a multiple door refrigerator or a vending machines, worth somewhere between \$1000 and \$3000 into any location, be it a bowling lane, a video store, or a corner takeaway, without getting the site owner to sign a Contract??? No way.

Yet for years and years, Amusement Machine Operators have put machines worth considerably more than a Coke fridge into the same locations and have been scared to ask the site owner for a contract.

As a friend recently put it, the self esteem of Amusement Machine Operators is the worst he has seen in any Industry he knows of, or been associated with. It is surprising that a great number of Operators do not insist on Contracts and even when they do, are not prepared to enforce the conditions of their Contracts, when they are challenged.

For God's sake, it is an Operator's income and livelihood that is at stake here, which should be of primary importance to all of us.

But, how many Operators will simply go and pick up their machines when a site owner tells them to (or puts them out on the footpath while he installs somebody else's machines in his premises). without any thoughts of sticking up for his rights or his business interests. He simply loads the machines and drives off with his tail between his legs.

If I have anything to do with it, this situation is about to change quite dramatically, as we, like most Operators, have a considerable investment out there on location and I personally am sick and tired of having to deal with the Site Owner who thinks (regardless of whether or not there is a legally binding Site Contract) he can simply tell you to 'take your machines out', or the Operator who thinks he can simply knock off your site by making a better offer on commissions or offer superior equipment (that he will no doubt downgrade within weeks of getting you kicked out).

Both of these parties (the Site Owner and the 'Site Jumper') are in for a rude shock in the weeks ahead, when they are served with complaints issued through the Magistrate's Court, claiming substantial amounts for damages and loss of income - the Site Owner for Breach of Contract and the Site Jumper for Inducement to breach a Contract!!!

Yes, it is an offence to induce someone to breach a Contract and our Solicitors advise it is the responsibility of the Site Jumper to establish whether there is a legally binding Contract on a site, before he makes the Site Owner an 'offer he can't refuse'.

The Standardised Site Contract is the first step in encouraging Operators to secure their Sites and we hope to be able to report some successful prosecutions in the weeks ahead, which will serve notice on Site Owners and Site Jumpers alike, that Queensland's Operators are

now prepared to enforce their Rights.

It is our intention to have the Site Contracts printed up in duplicates in books of fifty (50) Contracts, which should be made available to Queensland Operators at a very reasonable cost and should be used by all.

GAME VIOLENCE

There has been a lot of controversy around our industry of late with regards to sex and violence in video games. To that end the board has decided to draft a code of ethics for members, to forestall possible media negative reporting on this issue. Mike Herron has volunteered to start the ball rolling and comments for Operators are needed to get a feel for what Operators want. Do you feel there is too much violence in the games you operate? Do you get good earnings from non-violent games? Which ones? What reactions are you getting from your sites on violent games?

COMMISSION RATES

Most Operators I speak to are insisting on 70/30 commission splits on new pinballs, and 60/40 on videos. 50/50 doesn't even get a nod from those who are running businesses. Many sites will 'shop around' a little to see if they can get something better, but when they keep hearing the same thing, they are happy they're getting a good deal and will accept that commission split. It's important that on casual enquiries that split is the first thing they hear. You may not get the site, but it may be your site that's 'shopping around' next and calling that other Operator!

In the same vein, if Operators insist on a contract for their machines and the site sees the same contract from everyone, there will be much less resistance to signing the contract.



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Japanese model shown. LAI cabinet produced to Australian Operator requirements including electronic coin mech & Deltronic ticket dispenser

This game is marketed and sold by Namco Japan under the title Wani-Wani Panic

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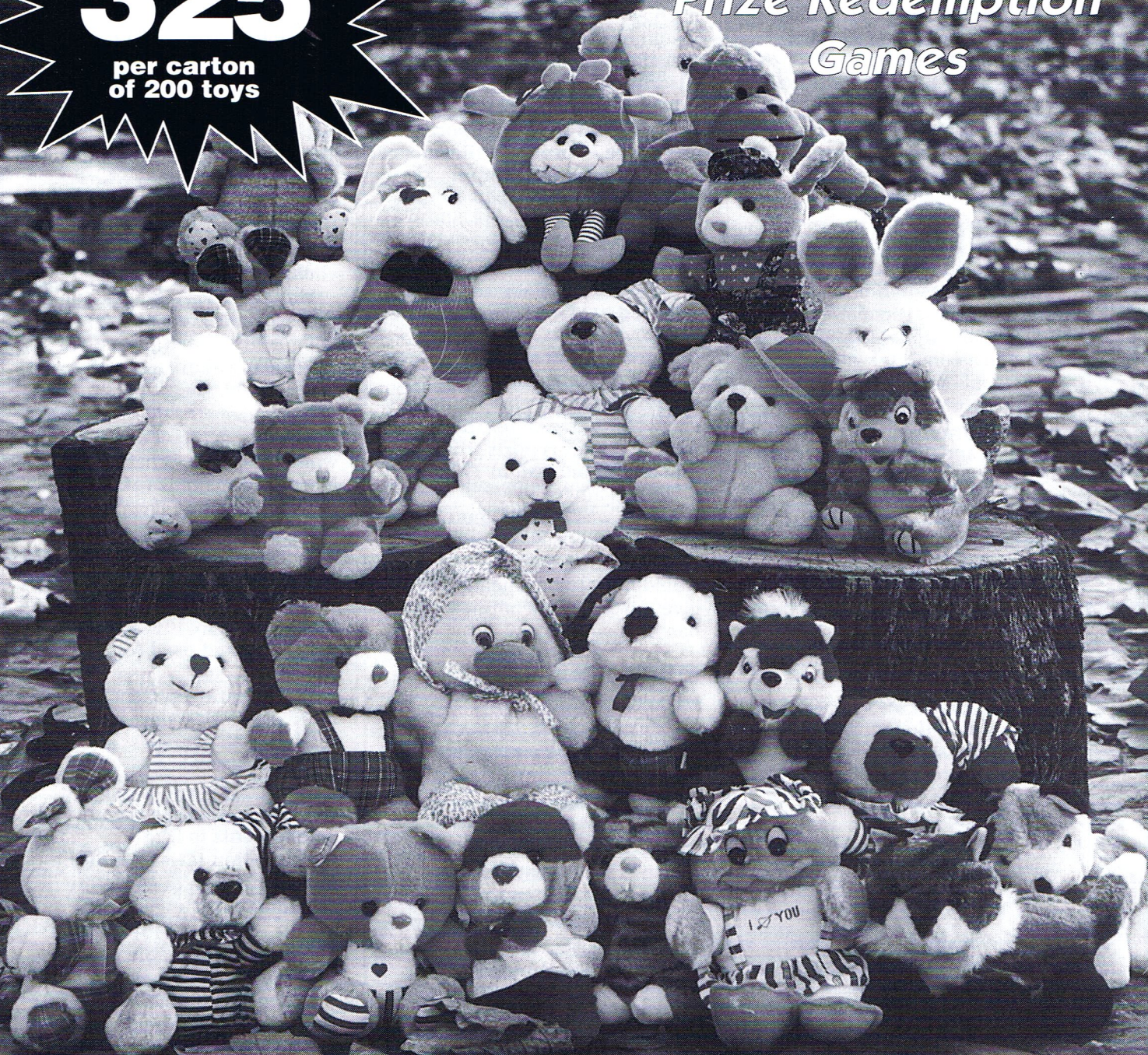


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Rating System Urged for Computer Games

Canberra: Computer games should be classified to warn users about their level of violence, says Attorney-General Michael Lavarch.

Mr Lavarch told the House of Representatives during Question Time there was widespread concern about a number of new games.

He said a recent Australian Law Reform Commission report on censorship administration recommended that censorship legislation recognise computer games.

He cited one Sega game called "Night Trap" in which actresses reportedly were drilled through the neck and mutilated by sharp instruments.

Sega Enterprises had stopped the game's release after complaints were made, but there were many other examples of violent material.

"Currently, the Office of Film and Literature Classification does not classify video games at all," Mr Lavarch said.

"Some games may be subject to banning if they offend community standards and others should be subject to restriction or carry an appropriate warning."

Mr Lavarch said he would bring up the issue of computer game classification at this month's meeting of State ministers responsible for censorship - which will also discuss the implementation of changes to the classification of videos.

Mr Lavarch expressed concern that WA had not said whether it would split the "M" for mature classification into two categories.

The Federal Government proposed last year that the "M" category be split into "M" for mature and "MA" for mature adult, under which films such as "Crocodile Dundee" would be in the first category and those

such as "Silence of the Lambs" would be in the latter.

A spokesman for WA Attorney-General Cheryl Edwardes said the State Government would support any move to protect children from depictions of graphic violence.

The spokesman said while most other States had introduced or were considering introducing legislation which included the new categories, the WA Government had not had time to consider the issue.

Mrs Edwardes had explored the possibility of classifying computer games after the publication of reports from England about "Night Trap".

He said advice to Mrs Edwards was that computer games could be classified under WA legislation but the law would need to be amended to give the Government power to ban or restrict them.

CURBS SOUGHT ON VIDEO GAMES

The Federal Government will push for video and computer games to be classified by the Commonwealth censor in an extension of its crackdown on violence in entertainment.

The Prime Minister, Mr Keating, has written to premiers and chief ministers seeking support for a classification system for video games and urging them to move quickly to implement the new split M category for films.

Victoria is among those states that have not legislated for the new M film and video category, though the split rating came into use on 1 May.

The federal Attorney-General, Mr Lavarch, said yesterday that there was widespread community concern about violence in some new video games available for use in games parlors and at home.

This concern had forced at least one violent game off the market, he said.

Mr Lavarch congratulated the Sega company for opting not to release one game, Night Trap, in which the aim was to rescue five actresses who would otherwise be drilled through the neck and mutilated by sharp electric clamps.

Mr Lavarch is taking action on the issue after recent complaints from the Western Australian Labor Opposition, the federal Minister for Family Services, Senator Crowley, and the former minister dealing with women's issues, Senator Margaret Reynolds (ALP, Qld).

The Australian Law Reform Commission recommended in a 1991 report that video games be classified by the Office of Film and Literature Classification under a system similar to that used for literature.

The literature system has three categories: unrestricted, restricted to over-18's, and refused.

Mr Lavarch also urged the states to enact the agreed amendments to film classification laws to split the M rating into M (a guideline recommending viewing by people aged over 15) and MA (a legally enforceable category for over-15).

The moves on the M category and now on video games are part of a continuing campaign spearheaded by Mr Keating to restrict children's access to violence in the entertainment media. The Government has also taken a particularly tough approach to violence against women.

The deputy chief censor, Mr David Haines, said yesterday

Continued over.....

AMOA (SA) Elect Officers for 1993/4



The AGM was held to elect Officers for the year 1993/4.

A new AMOA (SA) Inc Constitution was also adopted by members at the AGM.

Considerable interest was also shown by operators towards the coming **KAFM Super Pinball Challenge**. This pinball league will be launched in late June and be held at pinball locations that are nominated by operators throughout South Australia. □

↑ The Annual General Meeting of the Amusement Machine Operators Association (SA) Inc. was well attended by South Australian operators as can be seen here.

The new AMOA (SA) Inc. Board is (front row L-R) Kevin Lockett Honary Secretary, Frank Sebastyan President, Bill Chilton Hon. Treasurer, Mike Parsons. (Back Row) Chris Hamono, Gary Hart, Trevor Smerdon, Paul Finlay and Bob Warne. Absent : Gerald Morgan Vice President, Rob Small and David Chell. →



Rating System cont...

that only South Australia and the Northern Territory had enacted the necessary legislation for film and video by the May deadline.

FOR SOME, IT'S JUST FUN AND RELAXATION

Jamie Montague and Simon Osborne play the videos and "pinnies" at a city parlor several times a week, and they reckon it's about time the government understood that kids know the difference between fantasy and reality.

Like most pinball parlor habitués, they are against any moves to censor their frequent encounters with the lurid,

often violent and blood-thirsty world of video games. Mr Osborne, 20, a bicycle courier, says playing the videos helps him unwind after a tough day on the road.

"When I get angry, I come over here and get it all out of my system," he says. "It's better than running over a pedestrian. Then I go home and relax."

They agree that some of the games go close to the limit, particularly those that feature armed combat. Mr Osborne points to 'Time Killers'. "It's about two warriors trying to kill each other, and as the game goes on you cut off their arms and legs and watch their bodies twitching. Anyone who would take it into the real world, would have to have something wrong with them in

the first place."

Mr Montague, 17, a student, says he has played video games most of his life and doesn't believe it has turned him into some kind of a monster. "I play them because it's fun. You can concentrate on a video game and block everything else out."

"Kids can work out what's fact and what's fiction," he says. "It's just another thing to win votes for the Government."

Mr Montague does believe some games have gone about as far as they can. "They are getting more violent all the time, so there may need to be some control in the future," he says. Neither approves of videos that degrade women, but they don't believe that video games can trigger rape. □

TECHNICAL TOPIC

Megascene is a back projection unit with three picture tubes and large diameter lenses which are arranged in line to project light beams.

Each picture tube projects only one colour: red, green or blue.

For the best colour picture the three colours should be converged at the centre of the screen. The procedure for converging the colours is achieved from the front control panel, as per the description in the Megascene manual.

Overall colour, brightness and contrast can also be adjusted from this panel as per the description in the manual. The individual levels of RGB can

be controlled by the pots provided on the PCB monitor inside the back panel of the Megascene which is connected to the signal input from the game boards, this will also have a distinct effect on the overall picture brightness.

The video game board PCB's do not have standard outputs. Some PCB's have no horizontal equalising pulses within the vertical sync pulse which causes loss of horizontal hold at the top of the screen and results in a picture bend to the left at the top. Some games have incorrect level of sync causing an incorrect black level reference detection. Some have the actual video information of less than 52us which is not

enough to fill the screen. The Megascene circuitry will handle some of these errors but it is unable to compensate for the lack of picture information. This difficulty is further increased by the lack of horizontal and vertical shift controls. Under the circumstances the best adjustments are horizontal width controls and vertical height and linearity controls as per the manual. These adjustments will cause some loss of picture information but can achieve an overall acceptable result. The gap on the right-hand side can be shifted slightly by adding a capacitor up to a value of .01 uf in parallel to C250 on the PCB - Main board.



TECHNICAL TOPICS

Williams NBA JAM Special Hidden Players

NBA JAM: PHANTOM PLAYERS

While Michael Jordan may be missing from the Chicago Bulls on this game, the designers at Williams have more than made up for this by including a player by the name

of "Turmell" which can play for any team you pick.

Simply enter MJT for your initials and the date of March 22 and you bring this player to life. Players tell me that "Turmell" has the ability to make the

moves and the shots that his teammate can't do.

If you enter the initials WIL and January 1 "Air Morris" appears. Rumour has it that these guys are two of the design team. Could there be any more?



SERVICE BULLETIN

"DRACULA"

Intermittent errors on long range opto (switch # 82).

Our Quality Department has found in their audits some .01 ufd caps inserted in C9 of the 24-switch opto assembly. Capacitor

C9 should be A.001 ufd.

If you are experiencing intermittent switch readings on switch #82, the magnet switch, check capacity C9 on the 24-switch opto assembly (part # A-15646).

Any "Dracula" manufactured prior to April 21, 1993 may have had this wrong value capacity.

Repeating: Capacitor C9 should be A.001 ufd (part # 5043-09845-00).



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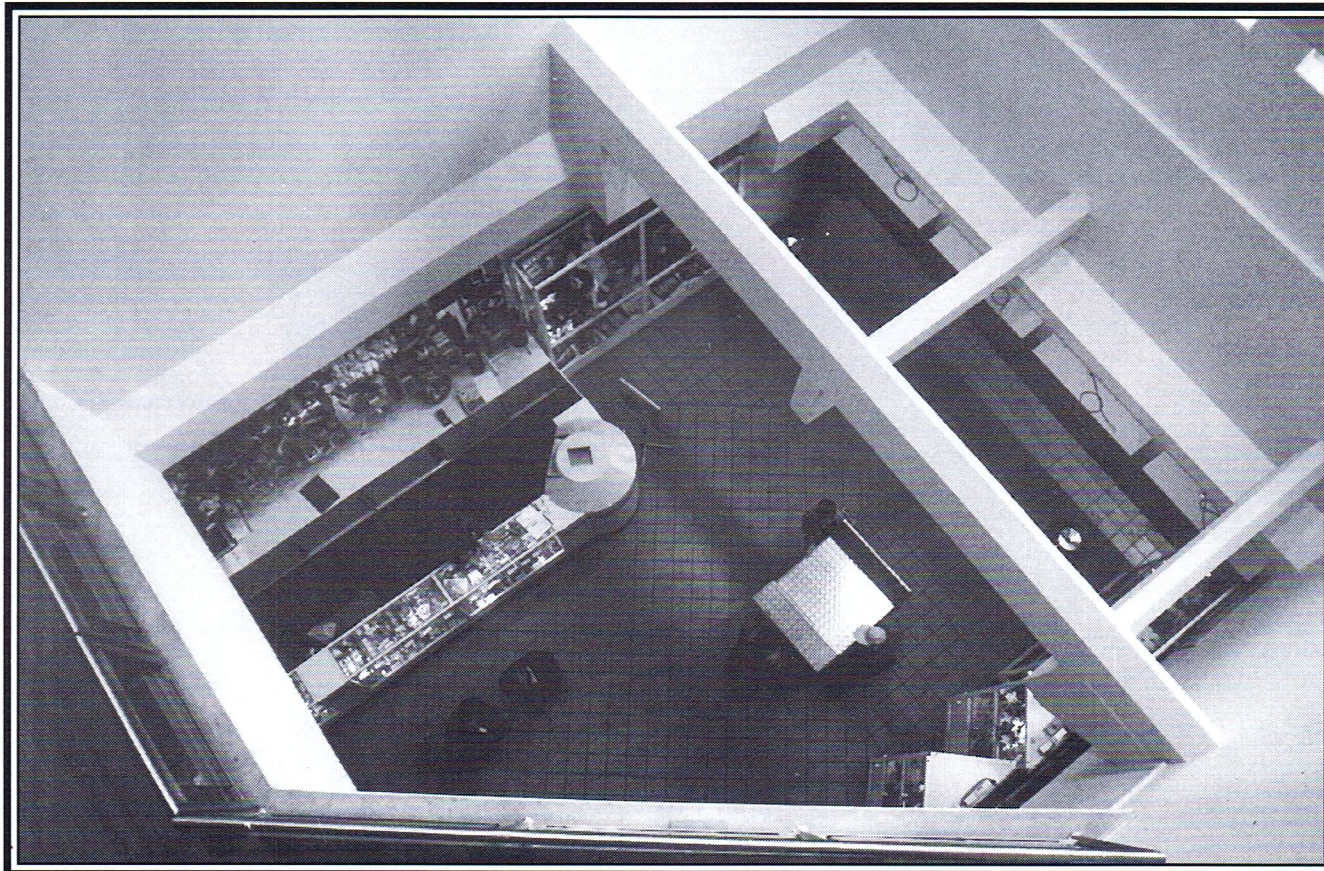
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Big Upgrade for Major Melbourne Leisure Centre



A major upgrade programme to Timezone's Family Entertainment Centre in Bourke Street, Melbourne, is in the final stages of completion.

The first and second floor have been cut away to create a void or atrium at the front of the store to allow visitors clear sight of three full floors of family fun.

In the photograph, which is taken from the second floor looking three floors down into the ground floor, you can just see workmen bringing in counter components for use on the first floor.

In the refurbished Timezone, the ground floor will be a showpiece of prize redemption and dedicated games, whilst the first floor will feature driving games, grand prix racing games and motor bike games.

Conversion video games will be featured on the second floor.

"The renovated Timezone SuperCentre will cater for the whole family, including the most sophisticated games players", said Rob Harvie, Timezone's Operations Manager in Victoria.

"The population of Melbourne will see this store

and make a judgement about the amusement industry - and that has to be good for all of us", he said.

Over three floors, Timezone's flagship store in Victoria will offer more than 200 games in almost 2,000 square metres of air conditioned comfort.

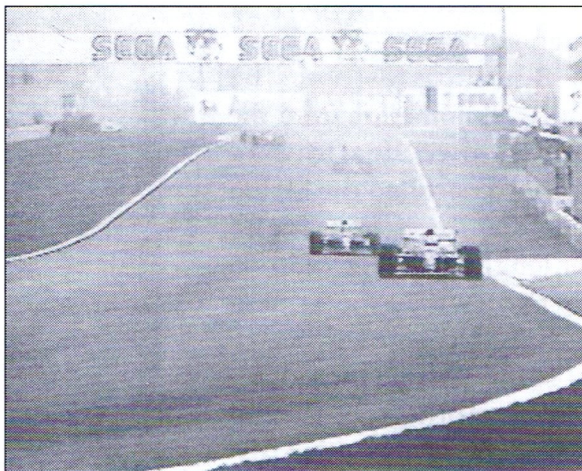
The renovated centre is expected to be fully operational by mid-June, just in time for the July school holidays in Victoria.



IT'S THE GAMES THAT LAI REJECT, THAT MAKES LAI GAMES THE BEST!!

Sega Europe/Canon Williams Off to the Races

Sega Europe has concluded a sponsorship contract with the Canon Williams team for the 1993 F1 series that began with the South Africa Grand Prix on March 13. As a result, Sega and Sonic logos will appear on the front sides and under the rear spoiler, as well as on the drivers' helmets and racing suits and the pit crews' uniforms. The contract, valid for one year, is estimated to be worth about Y500 million (\$6.5 million). The team that Sega is helping to



sponsor won the 1992 F1 world championship. This is the first time that a team has been sponsored by a game manufacturer. Sega is



Sega puts in a showing at the European Grand Prix in England. Mr. Ayrton Senna finished first (right), followed by Canon Williams teammates, Mr. Alain Prost and Mr. Damon Hill.

actually the second game machine manufacturer to sponsor an F1 team, Nihon Bussan having sponsored Team Lotus last year.

LAI Fights Govt. Controls

In a move to avoid Government controls on video games, Leisure and Allied Industries Marketing Director, Chris Blackman, published a Discussion Paper titled "Self Regulation within the Coin-operated Games Industry in Australia".

The Discussion Paper proposed a set of draft standards for industry self regulation.

The Discussion Paper was written in response to calls by some women's groups to introduce a classification system for video games.

The women's groups were especially concerned about violent games, games which include pornographic scenes, and games which degrade women.

LAI's Discussion Paper was widely circulated to all State and National Associations within the industry, to all Ministers Responsible for Censorship, at State and

Federal level.

When the Prime Minister, the Hon. P.J. Keating, entered the fray with a personal request to State Attorneys-General to consider some form of classification or censorship, a copy of the LAI Discussion Paper was duly forwarded to him, too.

The State Ministers have all responded to the Discussion Paper by saying they will take the industry's views into account when considering this matter at the national meeting of Censorship Ministers on 23 June, 1993. This meeting takes place after Leisure Line goes to press, but we will bring you news of the outcome from that meeting in our August edition.

The Discussion Paper has received wide ranging support from State and National Industry Associations, as well as from the women's lobby groups.

The National Association has picked up and endorsed the main recommendations and

draft guidelines from the Discussion Paper, and these were included as an insert to the June issues of Leisure Line and Cash Box Australia.

The National Association has requested all operators cooperate and observe the draft guidelines in their own interests.

"Regulation is inhibiting and costly for the industry and the Government, and operators will pay for it," said George Campbell, Chairman of the National Amusement Machine Operators Association.

"The National Association will fight for self regulation based on everyone in the industry staying within set guidelines for socially acceptable themes and scenes in the video games offered to the public," he said.

The N.A.M.O.A. is devising a special "Seal of Approval" for video games. Details are expected to be announced shortly.

You're Entering Another Dimension

"Reprinted from Replay Magazine"

Twilight Zone from Midway should keep pinball's hot streak going

"We build movies that happen to come in a box. Yes, they're from an assembly line, but what we're building on that line is entertainment." That's the philosophy of Midway game designer Pat Lawlor, and you can see that philosophy in action in his latest Bally pinball, *Twilight Zone*.

From the gifted recreation of Rod Serling's pressed-velvet voice...to the instantly recognisable, spine-tingling logo and graphics...and the famous "door which must be opened with the key of imagination"...the game puts the TV series under a pinball glass.

Twilight Zone sparked instant excitement when Midway previewed it to dealers at the ACME show. It went on to generate a strong buzz of operator approval - and orders. The game entered full production in mid-April, and execs said demand was as high as for any game Midway has made in recent years.

You say the pinball boom of the past two years is due for a slow-down? Designer Pat Lawlor spent 16 months developing TZ to overcome those "mature market" expectations. In fact, the factory is ramping up a fifth production line to help ensure they have enough product. Europe gets the initial shipments and U.S. traders should see the game in quantity by June.

Behind all the excitement is a game which truly does embody the TV series classic appeal. "The 'Twilight Zone' TV show is really about everyday people, objects and events which, when you're in the Zone, aren't everyday anymore," Pat observed. "So I designed our *Twilight Zone* pinball to have flippers that aren't flippers, pinballs that aren't pinballs, and a clock that's not a clock."

What does he mean by that?



At right, TZ designer Pat Lawlor holds an ominous gumball machine like the one on the pinball playfield, which dispenses multiball and a white ceramic "powerball." Left is pinball software chief Ted Estes, who did the clever dot-matrix animation.

Simple. The "flippers that aren't flippers" refers to the "magna-flip" area where hidden magnets act like invisible flippers. Players control them by touching the usual flipper buttons. The "pinball that isn't a pinball" refers to a ceramic ball which is vended out of a gumball machine on the playfield. It's a bit lighter than a normal pinball, and its reactions with other playfield elements are correspondingly different.

Finally, the "clock that isn't a clock" refers to an outstanding playfield feature: a zodiac clock that runs backwards, then forwards, then backwards, then forward, etc., etc. faster and faster. Meanwhile, the player tries to

keep the clock hands from reaching midnight, through repeatedly hitting a centre playfield target.

Gameplay offers many levels of challenge. For the novice player, easy target action runs the zodiac clock (which plays the ominously cozy "Pop Goes the Weasel") and piles up bonus after bonus. More advanced players can get into the ramps, skill shots and six-ball multiball. Top players can play a whole variety of "games within the game" as listed on the door in centre-front playfield graphics. Basically, it's the same many-tiered gameplay approach that made *Addams Family* the

Continued over.....

Your're Entering Another Dimension cont...

top-selling pinball of modern times. And why not? Pat Lawlor designed that one, too.

Dot-Matrix animation by Ted Estes features plenty of clever and compelling graphics with the "door to another dimension" spinning into space at one point. Characters from the original TV show also appear, along with feature reward graphics and special visual effects that do a lot to pump up player excitement.

Incredible sound adds to the impact.

By the way, we guess Pat had some sly fun with Rod Serling's trademark phrase, "You're entering another dimension." It's literally true in this game, since Pat created a new playfield dimension to throw off players' expectations. Trademarked as a "Superpin," the format is just a touch (2.75") wider than the previous playfield standard. "It's not size

for its own sake but a subtle change that gave us extra room for certain features," Pat grinned. "Players try it and they're puzzled. They say: 'I don't know, something is different'...and then we've got 'em!'"

Operators are urged to unlock the door to higher pinball profits with the key of solid investment.

THE NBA JAM DESIGN TEAM



"The all-time best earning video in coin-op history!" crowed the guys who created this smash hit. From left, programmer Jamie Rivett, video artist John Carlton, programmer Mark Turmell, audio designer Jon Hey and video artist Sal DiVita. Not seen are video artist Toni Goski, programmer Shawn Liptak and artist John Newcomer. Cited reasons for the game's success included digitized graphics, motion analysis, a "real TV" point of view, unprecedented sound and colours, perhaps the world's most widely-appreciated license, special button combination moves in gameplay, and \$2 vend for full competitive games.

AT HOME & OVERSEAS

It's Happening in Our Industry

WA WAFFLINGS

John (Long John) Davidenko and his lovely lady Debbie are proudly talking about their expected child. John is over the moon as this will be his first creation. Our best wishes go to you both.

Good to see one of the old stalwarts of the industry Terry Johnston (Golden West Amusements) recently. Terry has just recovered from a hip operation and is back in full swing doing what he loves best - restoring old jukeboxes.

It seems like the Space Invader days have returned with NBA Jam. Anywhere you place it the cash box fills up. One placed in a sportswear shop amongst all the clothing and restricted to retail trading hours is grossing in excess of \$400p.w. Even the local A.F.L. Club, The Eagles, want one installed in their gymnasium.

Here's one for the Guinness Book of Records. A Northwest site owner surveyed his customers one Saturday afternoon recently and found that the 10 in attendance had travelled a total of 1,200 kilometres to play his machines. We would like to hear from anyone who can beat that.

WA Sales would like to extend a warm welcome to new operators Ian Mcallister, Hans Dillman and Mike Hastie; David Beavis and Jeff Meyer. We wish them every success in their new ventures and look forward to working with them in the future.

This is no Fish Tale - Steve Rundle on his annual fishing

vacation proudly displayed a huge mackerel caught off the WA northwest coast. I am not sure whether the conversation with his fishing partner related to "Fish Tales", the pinball or "Fish Tales", the mackerel.



Working in service every so often, you get a call which you just can't believe. How silly people can be! The other day I received a call from a distressed lady saying her husband's Firepower pinball had burned out several coils not to mention smoke coming out of the back board. After asking her to unplug the pinball, I gave her the number of a firm which would go out and repair the machine. Later speaking to the tech who went out, told me four coils had

blown, the main cord had been broken twice and twisted back together with "sticky tape" which did not stop the power cord arching on the speaker. And for the piece de resistance where the five amp fuse for the coils go, there was a one inch nail heavily soldered into place with everything fried around it, apparently her son the 'electrician' was the handy man who almost burnt it to the ground. Lets hope dad was an understanding man!

SA SNIPPETS

Congratulations to LAI's spare parts storeman Todd and Natasha for doing all the work in delivering a healthy baby boy named Matthew which came in weighing more than Mike Tyson.

Well the football season is well and truly started with a well known operator dusting off the boots and fronting up each week to become a hero for the afternoon. But our interest is in not if his team won or lost but which injury he is carrying.

Week one —
right eye blackened

Week two —
left eye blackened

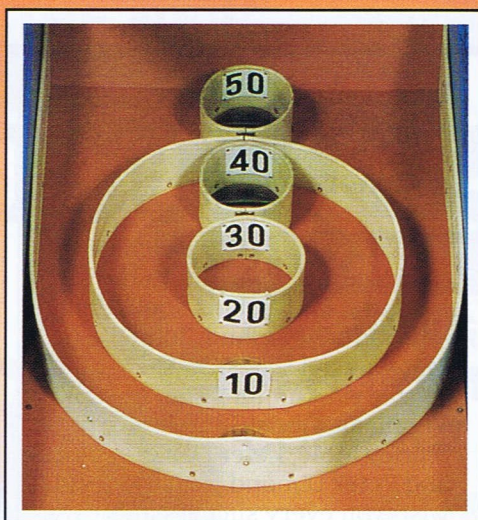
Then the knee, shoulder, ankle, back, hamstring muscle and so on. His nickname of DB has now changed to Raccoon because of his black eyes.

SA AMOA held its annual General Meeting last Monday night. Congratulations to Frank Sebastyan who will take the position of President once again. Well done Frank. Congratulations also to the newly and re-appointed

Continued over.....

SKEE

ROLL



10' Model AVAILABLE NOW



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sales staff
about our
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WARRANTY
POLICY**

**BRAND
NEW
DESIGN**

**Improved
Ball Release
System allows
game to operate
with only 1 Ball**

FEATURES :

- Constructed from 18mm Raw Form ply
- Features audio and fitted with an 8" speaker
- Multi Coin Electronic Mechanism
- Deltronics ticket dispenser
- Flashing light on win
- Large L.E.D. score display
- Illuminated playfield
- Majority of components serviceable from front of machine
- New ball release mechanism designed for reliability and low maintenance
- Hidden cash box
- Attractive colour co-ordinated cabinet with complementary artwork
- Cabinet separates into 2 sections for easy transportation.
- Front and rear cabinets fitted with legs for quick assembly

DIMENSIONS:

HEIGHT : 2030mm (6' 8")
LENGTH : 3968mm (13')
LENGTH : 3206mm (10')
WIDTH : 740mm (2' 5")

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It's Happening cont..

Directors of AMOA. Kevin Lockett (alias) Ferrett was accepted again as Secretary. Also this year a new post of Vice President was nominated and Gerald Morgan wears the hat but being absent on the night he sent his proxy who eagerly accepted the nomination. I think they nicknamed him Raccoon also (his proxy that is).



Where is your machine?

As you can see, SA's operators are getting better looking everyday! Gary, who usually runs round like a chook with its head cut off anyway, ran into this rooster on his birthday. Chicken Livered as he is, he had us all clucking with laughter! We already knew that Gary has the loudest crow, but who organises the best form of revenge! We do, Chooky, we do!!

VICTORIANNA

The Regent Theatre in Ballarat has recently opened their own Mini Leisure Centre. It has been said that John & Stephen Anderson can be seen competing on Final Lap 3 or Lethal Enforcer most days. Product knowledge is

important guys but give the kids a chance. Congratulations and good luck in your new venture.

Also a very hearty welcome to the recent newcomers to the Industry. Phil Collins, Pam, Phil and Sandra Marland, John Margis, Paul Bates, Mario Buccarelli, Gunter Lang, Alistair Thomson, Chris Gossellin, Shirley Mole, Peter De Forest and Peter Dimond. The LAI team wish you every success and look forward to a long association.

With all the media attention on video game violence lately it was pleasing to hear 2 very well heeled clients reminiscence of childhood games. One recalled being pinned down and her opponent attempting to scalp her, it seems that Cowboys and Indians were particularly

violent. Maybe our politicians need some reminding!

After months of planning Chris from Jimmys Amusements has married the lovely Martha. Chris and Martha had a fabulous day and then jetted off to Club Med Bali. Congratulations Chris and Martha, we at LAI wish you every happiness together.

Sonia and Lou Koterski have had plenty to celebrate with the arrival of their first child. Newborn Angel is healthy, but not so Dad. Lou has not stopped celebrating yet. Congratulations on the arrival of your healthy and happy baby girl.

David Vogel and Ross Irvine have opened their first Leisure Centre. 'Just Fun' is located in the Latrobe Valley and the team at LAI wishes you every

success. We look forward to seeing you open up 'Just Fun 2'.

Leisure Centres are certainly booming in Victoria. Fred, Brian and Pat have recently opened their new Family Entertainment Centre in Fountain Gate. Congratulations guys, we look forward to watching the success of "Action Replay".

Congratulations to Joe Merlino (affectionately known as Choc) and Tina on their engagement. Joe and Tina recently celebrated their announcement with Tina's family in Sydney. The team at LAI wish you all the very best for the future.

It was a sad farewell to Narelle Sharman who you will all recognise as the cheerful voice of the Victorian Office. Narelle is leaving to have her first child and we wish her and Graeme all the joy a newborn baby can bring.

QUEENSLAND QUICKIES

LAI Administration Manager Vicky Keating travelled to Sydney from Brisbane for a weekend conference. When she arrived in Sydney's Airport to collect her baggage the luggage department was most apologetic. Some eager luggage handler in Brisbane must have thought that something with a name tag like Keating surely should go straight to Canberra. It took another day before Vicky got her luggage back from Paul!!

Congratulations and good luck to Tony & Rob from ABC Amusements for the opening of their latest Funhouse Leisure Centre in Mt Gravatt. The Centre is well presented with lots of neon work and a good variety of games that should appeal to everyone.

Continued over.....

Switch on Your Leisure Centre

A leisure centre operator recently wrote to Leisure Line to complain about what he thought was discounting on a massive scale by national family leisure centre operator, Timezone.

The leisure centre operator's argument was that Timezone was competing on price, and discounting games through lower price per play and through wholesale use of Free Games passes.

The complaint was investigated by Timezone Operations management, who surveyed both the Timezone in question and the operator's own leisure centre to check on games pricing, promotional campaigns and a range of other important operational criteria.

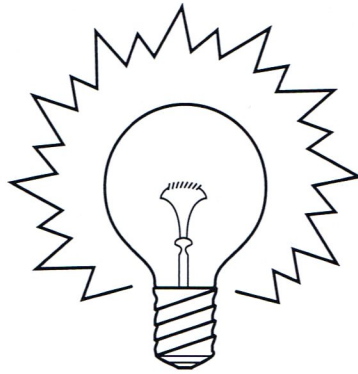
The simple facts were that the average game price at Timezone was 90 cents, and the operator's location average game price was 66 cents.

But the point of this is not to demonstrate that the operator didn't have his facts straight. The real point is that the operator didn't understand what he could do to improve the number of customers visiting his location.

Of course, that's not to say that everything Timezone does is right. Although, when you look at the number of "copy cat" leisure centres modelled on the Timezone concept around Australia, you'd be forgiven for thinking Timezone must have developed the perfect product package. Imitation is the sincerest form of flattery, they say.

Perhaps the real problem is that the industry is not sufficiently creative. There is no need to copy one successful formula in order to achieve success. Perhaps many other product packages could be even more successful than Timezone?

Look at US coin-op centre giant "Tilt", the big American outfit which now has two



centres established in Australia. they have chosen large format stores with massive numbers of prize redemption games units and some extremely unusual lighting installations (particularly in their Miranda store, New South Wales) to cater for people seeking a different kind of leisure centre atmosphere.

To understand how to market and promote your leisure centre, first you need to understand the four basic ingredients in any marketing programme.

They're very simple, and very basic, and they all begin with "P" - in fact, this is known as the "Four P's" amongst marketing students.

The "Four P's" stand for Product, Price, Place and Promotion.

PRODUCT

Product covers the total leisure centre physical package. The store layout, decor, theming, the choice of game products within the store, redemption, redemption prizes, customer service, and so on.

PRICE

Price - simply means the cost to purchase a game on any of the units in your leisure centre.

PLACE

Place - which conventionally stands for distribution networks

in most marketing systems, here stands for the location you've chosen to develop your leisure centre. Clearly, the better the location, the better the business. And the higher the rent - in most cases!

PROMOTION

Once you've got the first three "P's" properly managed, the fourth "P" - Promotion - becomes the most important issue. Promotion covers all advertising, communication, and special events which promote your centre to the target market.

First, you have to decide what is your target market. This is usually stipulated as a certain type of person - perhaps they are teenagers, young adults, or families.

Gone are the days where you can decide to promote your centre to "anyone with 60 cents, one good eye, and a finger to press the button".

Coin-operated games are typically more attractive to young people, and there's a definite male bias in most product available today.

Once you've decided your target market, you have to communicate your message to them.

Perhaps the message is simple. "XYZ Leisure Centre has the latest games. Please come and check us out".

Alternatively, your marketing message may be "XYZ now has the fantastic new NBA JAM Basketball game. Be the first to check it out!"

Another kind of marketing message is to put some kind of coupon into the hands of your target market, inviting them to try your product free of charge, and at no obligation. Timezone uses thousands of "Free Games" passes every year. But when you work out the cost of the games which are given away, it

Continued over.....

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Simulator or the
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Sitdown Cabinet



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Switching On cont...

comes down to around 2% of revenue.

Another way you can encourage trial of your leisure centre is to invite families to visit at a certain time and day - Timezone has successfully run "Family Fun Days" one Sunday per month for many years - the stipulation is that you have to be a family group to get free games.

You may think that giving your product away is a pretty dumb way to grow your business. However, once people try your centre, they'll often return again and again. So the dollar value of the games you

gave away to start with pales into insignificance.

You need to think about how you're going to communicate with your customers. Unless you have a large number of stores in a metropolitan area, mass communication media will be out of the question.

However, "Free Games" passes can be printed very cheaply, and you can often hire casual labour to distribute these on the streets, at a time when you know potential customers will be around, and experience amazing increases in business. According to one amusement centre operator, distributing 100 such passes in an hour within 100 metres of your

leisure centre can result in 98 passes redeemed. These are people who might never have visited your store otherwise. Even if only half of those customers spend \$2, you've made a significant increase in revenue in that short time span.

Special events are another great idea. Have a Pinball Competition, a Fancy Dress Night, or a video game high score contest. Put up a poster. Tell all your customers. The people will come.

You don't need to be big, in order to be smart with your marketing. Just remember the four "P's" - they will never let you down. □

It's Happening cont...

QUEENSLAND QUICKIES cont...

Brisbane Operator Ivan Divijak used to have a pager on his belt so customers can contact him through an answering service. Recently Ivan invested in the latest P3 mobile phone and was proud to show it around the office - he was later seen ducking into a public phonebox to make a call! It's cheaper right, just use the mobile for receiving calls, smart move, scrooge!

NSW NEWS

Rashid Bhuiyan (NSW Timezone Operations Manager) and Marie O'Campo (Timezone Manager-Manly) tied the knot recently and not to miss out on an opportunity, TZ Development Manager Terry McGrath got into the photograph with a plug for Timezone. All at Timezone and



This is what you call dedication!

Leisure and Allied Industries extend their congratulations to the happy couple.

KIWI KWIPS

The recent meeting of the Select Committee on the proposed films, videos and publications Classification Bill has still not reported back to Parliament on possible changes to the Bill. The Bill as proposed would allow any concerned citizen to complain about a game they felt was offensive to the Chief Censor and if their complaint was upheld; the Chief Censor would have the power to have the game removed from public viewing (ie: all models of such a game not just the one complained about). However recent media reports indicate that the Committee may go further than this and insist on all games being rated by the Censor before release.

Certainly the recent media coverage of our business has been very negative with a recent parent survey in Auckland on graffiti turning into a council request from the school to have video games banned in the whole area.

The connection seems to be that "some people who write on walls play video games". No video games - no graffiti is the logical conclusion?? Mike De Ruyter from Wellington spent

some time on Channel 1 prime time news defending the Industry and many other operators have featured on radio talkback and in local newspaper reports.

Can all operators who are aware of any local reports please make sure your local agent is aware of these so action can be taken.

Nice to see some positive publicity from Hamilton where "The Pinball Company" has received excellent coverage about their recent pinball competitions and promotions. How often do you get a theatre to reshow an old film (The Addams Family) and then have a procession to the multi-plex including a hearse and appropriate characters to highlight the event.

The "Twilight Zone" sample continues to go from strength to strength on location and will certainly be the hit pin for 1993. Recent observations include the fact that slightly older customers who remember the show during the earlier part of its long run are now playing pinball as they are comfortable with the theme. For many of them this is the first time they have ever played pinball and for the operator a wider customer base is always good news. □

TEST REPORTS

TIMEZONE

Test Results obtained from Timezone locations throughout Australia

Dedicated Games

1. Midway 'NBA JAM'
2. Sega 'Virtua Racing'
3. Jaleco 'Wild Pilot'
4. Namco 'Suzuka 8 Hours'
5. Namco 'Final Lap 3'
6. Konami 'Lethal Enforcer'
7. ALG 'Crime Patrol'
8. ALG 'Mad Dog McCree II'
9. Sega 'Stadium Cross'
10. Midway 'Mortal Kombat'

Pinballs

1. Bally 'Twilight Zone'
2. Williams 'Dracula'
3. Bally 'Creature from the Black Lagoon'
4. Williams 'White Water'
5. Bally 'The Addams Family'
6. Williams 'Fish Tales'
7. Bally 'Dr Who'
8. Williams 'Terminator 2'
9. Williams 'The Getaway'
10. Bally 'Black Rose'

"Data East or Gottlieb games not tested."

RePlay

As published by the American Replay Magazine

Best Software

1. Williams 'NBA JAM'
2. Midway 'Mortal Kombat'
3. Konami 'Lethal Enforcers'
4. Taito 'Super Chase'
5. Capcom 'Street Fighter II CE'
6. Data East 'Fighter's History'
7. Midway 'Terminator 2'
8. Sega 'Golden Axe II'
9. Namco 'Final Lap 3'
10. Taito 'Double Axle'

Pinballs

1. Williams 'Twilight Zone'
2. Bally 'The Addams Family'
3. Gottlieb 'Street Fighter II'
4. Williams 'Dracula'
5. Williams 'White Water'
6. Bally 'Creature from the Black Lagoon'
7. Data East 'Rocky & Bullwinkle'
8. Data East 'Star Wars'
9. Williams 'Terminator 2'
10. Williams 'Fish Tales'

JAPANESE GAME MACHINES

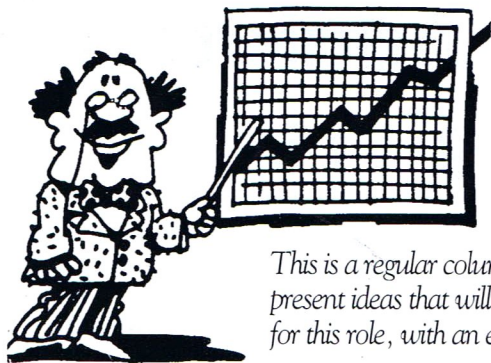
As published by the Japanese Game Machine Magazine

Upright/Cockpit Videos

1. Sega 'Title Fight'
2. Konami 'Lethal Enforcers'
3. Sega 'Virtua Racing (Twin)'
4. Namco 'Lucky & Wild'
5. Namco 'Final Lap 3 (Deluxe)'
6. Sega 'Virtua Racing (Deluxe)'
7. Namco 'Suzuka 8 Hours DX'
8. Taito 'Super Chase'
9. Jaleco 'Wild Pilot'
10. Jaleco 'Grand Prix Star II'

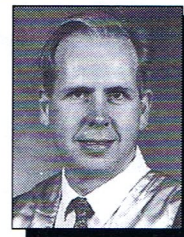
Pinballs

1. Williams 'White Water'
2. Midway 'Dr Who'
3. Williams 'Fish Tales'
4. Williams 'Getaway'
5. Midway 'Addams Family'



Skill Shop

Skills for developing your business



This is a regular column by Peter Finney, LAI's National Training Manager. Each month, Peter will present ideas that will help readers to develop and fine tune their business skills. Peter is well qualified for this role, with an extensive career in hotel management and training before joining LAI in 1990.

TIME UP MY SLEEVE

31 536 000 is an interesting number!

3 365 200 000 is even more valuable!

We will come back to those numbers later in this article.

July is traditionally the start of the new financial year, a time for number-crunching and making new goals for the year ahead.

If the last financial year was not as profitable as you would have liked, then perhaps you should ponder over some of the reasons why.

You know there are many factors to help you improve your business productivity. And you may notice that I have chosen the word productivity rather than profitability.

This is because we can all measure our productivity every day - whereas we often only get to measure our profitability at the end of a financial period.

Measuring productivity in the coin-operated amusement games industry comes down to a number of different areas. Whether it be the number of games played each hour, or the average time spent with each credit, these are all figures that can be compared, and improved.

And time is the essential ingredient in your business, whether you like it or not.

Nobody can stop time. Although some claim to be able to go back or forwards, the majority of us must deal with current time - and endeavour to use it properly.

Smart business people will operate from a diary - and this is a good start. A well organised diary will help you keep on track with appointments and scheduling.

But what if one meeting goes overtime? Or if you get caught in the traffic?

Good time management requires organisation AND commitment. Each week, you should set aside 20 minutes to plan your "next week". This means looking at what appointments you have made for the next seven days and "filling in the gaps". Perhaps you think you need to spend more time on a particular activity - pencil this in. Or maybe you want to review some ideas in your head - allow some time by penciling them in also.

If you are serious about managing your time, you will also allocate time to do some things for yourself. Whatever these recreational activities are, you should allocate some time in your diary - to build your personal commitment to managing your time.

So once you have planned a time for next week, then you need to go about sticking to your schedule.

Meetings can be the biggest time wasters, so when involved with a meeting, always keep on track. If you have planned properly, you will have allowed enough time to discuss all items on the agenda. And then five minutes before the time is up, let everyone know

that the meeting should resolve any matters within this time frame.

And when the time is up, demonstrate your commitment by standing up and walking towards the door. This technique is not to intimidate others, but to prepare for a swift exit. A particularly useful technique if you have someone in your office who is rambling on and on - into your time.

Sure you might be able to commit yourself to running a diary and adhering to the schedule. But what if you get caught in the traffic?

There is absolutely nothing you can do in this situation that will get you to where you are going on time. So take some measures to appease yourself.

Don't get stressed! This will not do anything at all, except to put you into the wrong frame of mind. Imagine arriving late for an appointment, AND being totally stressed out! NOT a pretty sight.

RELAX.

Use this time to contact your appointment by mobile phone and let them know you are running late. This one phone call allows the appointment to either change his plans, or use the waiting time for something else.

If you don't have a mobile, spend two minutes in a phone box to do the same. This

Continued over.....

Game Players Not Addicted, Say Psychologists

A recent study undertaken by the Psychology Department of the University of Western Sydney, Macarthur NSW, in conjunction with Timezone Family Entertainment Centres, casts a new light on the behaviour and attitudes of video game players.

The report, extracts from which have been submitted to the international academic psychological publication "Journal of Gambling Studies", takes to task the findings of other reports published by a psychological researcher in the U.K. over the last two years.

Those reports failed to distinguish between the types of machine which are played in Australia, at Family Entertainment Centres, and the machines played in the United Kingdom which are principally gambling machines.

There are no lower age limits preventing children from playing gambling machines in the United Kingdom.

The University of Western Sydney Report says the prime motivational factor enticing video game players to play coin-operated games is because they are exciting, or as something to do, to compete with others. Negative factors were not the driving issue - no negative factors were mentioned as motivational forces.

It also found that game players rarely, or never participate in delinquent activities in order to support their video game playing enjoyment.

In fact, somebody who wants to play video games was found to be vastly more likely to borrow money than they would be to steal, or to sell goods.

In particular, the notion that players become addicted to video games was quashed. The desire to play video games does not result in "impaired choice".

When psychologists use the

term "impaired choice", they mean where the consumer has no control over their behaviour - like an alcoholic who needs to have drink.

This is the first time a clinical study has investigated the potential for addiction in video game playing in Australia, and it is terrific to see that addiction, which we all knew did not exist, was not evident.

The authorities at large seem to believe that addictions for coin-operated games is rife.

Anybody who has ever worked in the industry knows that, while people enjoy playing games, just as they might enjoy an ice cream or a candy bar, nobody ever has a problem walking away from a machine. Addiction to video games just does not exist.

It's gratifying to have the clinically researched results to prove what we always knew was true.

Skill Shop cont...

investment of two minutes will pay off by making you look very professional in the eyes of your appointment.

The ultimate challenge with time management is resolving a crisis that suddenly crops up. Maybe it is a game board that becomes faulty at your best location, or perhaps a missing cash box from the other side of town. Whatever the crisis - it will require some "fire fighting" techniques.

So with the sirens wailing and the flashing lights blazing, you need to fix this problem FAST.

Like a fire truck, you should expect others to get out of the way and be co-operative. On your way, have your siren and lights on. If you need to change any appointments, then so be it. But importantly, let people know.

Imagine a fire truck on the way to an emergency, not using the siren or flashing lights. No one would give way, and indeed other motorists could probably even get annoyed that the fire truck was abusing its road privileges.

If for any reason you have to change appointments - spend a minute or two letting people know why. This simple business tip is vital for on-going

relationships.

Let's go back to those numbers at the start of this article. They are not the phone numbers of your local fire brigade.

Every year there are 31,536,000 seconds in each and every one of our lives. We should all learn to plan our time to maximise our productivity.

And when you turn 75 years old, you will have clocked up over 3 billion seconds of your life.

Which is more than 3 billion good reasons to use your time wisely.

Remember, once time is past it is lost, and it can never be made up again.

GIANT GUMBALL MACHINE



It's Hot
It's Huge
IT'S HUMUNGOUS

And we're just talking about the
money you're going to make!
And the machine is large also!

106cm in diameter
2m tall

Nostalgic look and appeal

Appeals to all ages

This giant gumball machine is sure to
get attention and to attract traffic

Great for promotions

Hold approx 16,000 pieces of 25mm
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Most dynamic money maker of the 90's

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Microcoin - Maintenance & Diagnostics

1.0 INTRODUCTION

The Microcoin validator is an electronic microprocessor-controlled device, presented in a robust enclosure which has only one moving part in its validation operations. By virtue of its design, the unit is a highly reliable and maintainable device.

Diagnostics are performed using the portable Micromate for on-site work and also the Microcoin Test Rig, in conjunction with the Micromate for work-shop diagnostics.

2.0 GENERAL MAINTENANCE

In normal operations, the only maintenance required to be carried is periodic checking and cleaning of the coin path within the unit.

- (i) Open the unit by rotating the conrod and separating the two halves of the validator.
- (ii) Using a damp cloth, carefully wipe the coin path. (It is recommended that solvents are not used).
- (iii) Check the three sets of sensors for foreign matter and use a cotton bud, or similar, to clear any offending material.
- (iv) Depress the accept gate a number of times to check free motion. In the event a gate does not move smoothly, refer to Accept Gate Replacement for further instruction.
- (v) Check unit opens & closes freely. If not, check cable connection between the two halves is not "gathering" or catching when unit closes. If so, replace unit.
- (vi) Close the unit, ensuring the conrod is properly locked into position.

3.0 PARTS REPLACEMENT.

3.1 Connecting Rod

- (i) Release conrod from its

locked position.

- (ii) Using a Phillips Head screwdriver, remove cover plate which has the label attached. DO NOT TOUCH exposed circuit board with screwdriver.
- (iii) Extract conrod, remove the conrod spring and place the spring over new conrod and replace conrod, locking it into position.
- (iv) Replace cover plate.

3.2 Accept Gate

- (i) Using a Phillips Head screwdriver, remove cover plate which has three holding screws. DO NOT TOUCH exposed circuit board with screwdriver.
- (ii) Remove Accept Gate Spring.
- (iii) Carefully lever out the circuit board to expose the accept gate.
- (iv) Remove gate and replace with a new one.
- (v) Carefully replace circuit board, ensuring that the three optical sensors are returned to their respective mounting holes.
- (vi) Replace cover plate, ensuring spring locating lug on the cover plate is married up with the accept gate spring.

3.3 Accept Gate Spring

In the extremely unlikely event that a spring requires replacement, simply follow the same instructions as described in 3.2 (i), (ii), & (vi).

4.0 ADVANCED DIAGNOSTICS

The Microcoin is designed to provide fast and easy diagnostics to a technician either in the field or back at the work-shop.

Generally speaking, any mis-operation is related to non-acceptance of coins or incorrect output information.

4.1 Nil Coin Acceptance

If a unit is not accepting any coins, the following checks should be carried out.

- (i) Check the physical characteristics of the unit:
 - a. Is coin path clear?
No: Clean unit
 - b. Are optos clear?
No: Clean unit
 - c. Does unit close properly?
No: Replace unit
 - d. Does Accept Gate move freely?
No: Replace gate
- (ii) Check wiring to machine. Is inhibit line active?
Power OK?
- (iii) Check "inhibit" - Mode 3
Coin category should read "1" for enable. "0" will reject all coins.
- (iv) If all correct to this stage, re-program the validator to accept a coin value and test acceptance.
 - a. If test still indicates non-acceptance, replace unit.
N.B. Most likely cause of non-acceptance will be an opto sensor failure. The validator is programmed to reject all coins if an opto failure is detected.
 - b. If test indicates coin acceptance, reprogram unit with appropriate coins.

4.2 Partial Coin Acceptance

Every coin denomination has a variance which must be compensated for by the validator. Acceptance windows set by the unit provide for this variance however, a small percentage of coins may still be rejected if they fall outside the acceptance window.

If an unusually high percentage of coins are being rejected, conduct the physical tests outlined in Section 4.1 and if necessary, re-program the coin category in question.

Continued over.....

Microcoin cont...

4.3 Incorrect Credits

If the validator is issuing incorrect credits, conduct the following checks:

- (i) S5 - Ensure the Price Accumulator value, Mode 2, is set according to the game operation.
 - * 60¢ - Mode 2 should read 60
 - * \$1 - Mode 2 should read 100
- (ii) S6 - Check the credit threshold table, Mode 4, to ensure the thresholds values are correctly set.
- (iii) If all validator settings are correct, check that the validator is issuing correct credits by analysing the output pulses on the Test Rig or similar. If this is correct, there may be an incompatibility between the game board and the validator. The Microcoin has Darlington Open Collector outputs whereas the game board may be expecting a "grounded" microswitch-type output.

This may be solved by using the VAL316 Open Collector interface board.

4.4 No communication with Micromate

Verify that interface connections are correct. If the validator continues to fail to communicate with Micromate, replace unit.

GLOSSARY OF TERMS

MICROCOIN

An electronic multi-coin validator, capable of validating up to 12 different coins and/or tokens.

MICROMATE

Hand-held programming & diagnostics unit

CONNECTING ROD

Spring-loaded white rod used to hold the two halves of the validator together in general operation. Rotating the conrod will allow the unit to be opened for maintenance.

ACCEPT GATE

The only moving part in the validator coin path which directs coins down either the accept path or the reject path. Default position is in its reject mode.

MOUNTING PIN

Small threaded pin used to mount validator onto a holding bracket. Generally 4 pins are used per validator.

SOLENOID SPRING

A spring mounted within the validator to return the accept gate to its default position after an accept action.

COVER PLATE SCREWS

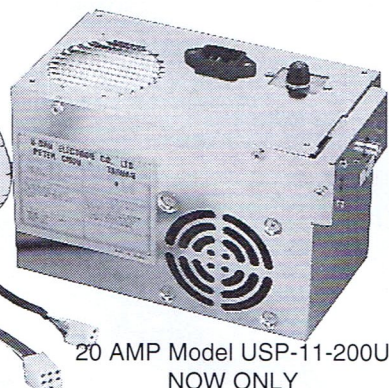
Small black counter-sunk screws used to secure the validator cover plates on either side of the unit.

MICROCOIN TEST RIG

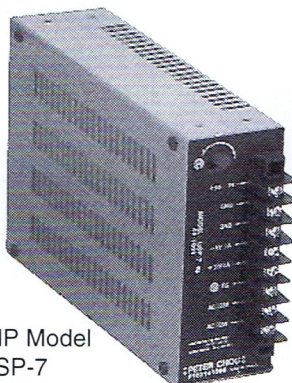
Device used to hold a validator in position for diagnostics and programming purposes and observe behaviour.

Original Peter Chou®

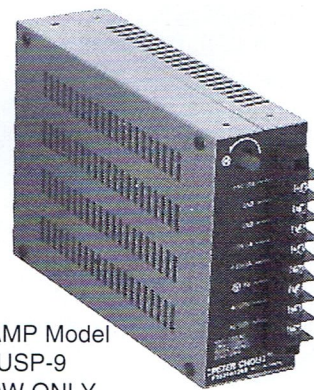
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GAME PREVIEWS

by: Professor Burko

TWILIGHT ZONE

"Picture a player, if you will. Age uncertain, this person has just stepped into the local video arcade. Unbeknownst to our prospective customer, however, a journey awaits. More than a journey, it is voyage, a voyage that will take them into the depths of ... The Twilight Zone."

Okay, okay, if you'll forgive the editorial license (please forgive the editorial license), what we are trying to say is that Bally Pinball has raised the stakes again in the pinball licensing contest with their latest entry, Twilight Zone. And not one that looks to the only-sometimes interesting late '80s remake, but the original. True to the spirit of Rod Sterling's always intriguing show, the pinball game has a few surprises of its own. In fact, its go so many surprises that they are calling this whole approach Superpin™ at Bally-/Midway.

First of all, the game offers fourteen different door panels to give a variety of scoring modes. There are a number of different multi-ball modes, including Fast Lock®, the standard three ball, and the "Lost in the Zone"



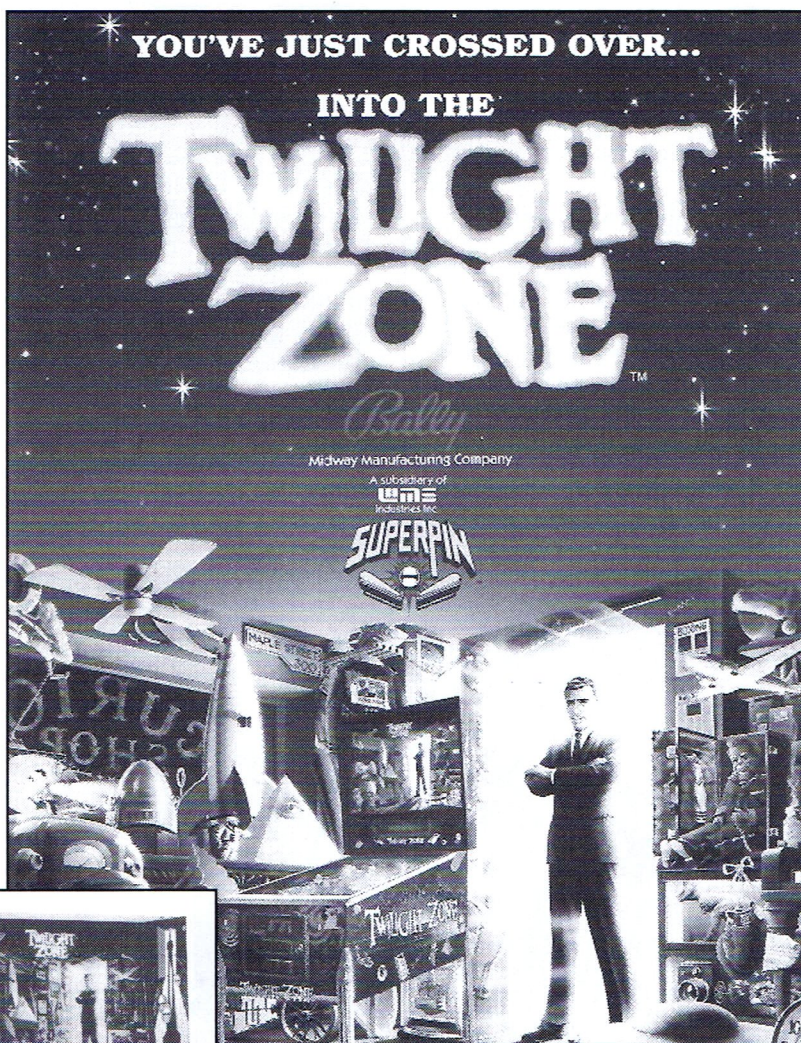
called the Spirals. The player can even send time into

six ball mode. Plus, there are some innovative uses of magnets both in the player's flippers (called Magna-Flip™) and on an area of the playfield

reverse when it strikes "Chaos" o'clock. Finally, players can even buy an extra ball at the end of the game and continue where they left off. On yeah, there's also this mysterious "ball that isn't a ball" Power Ball. As the folks at Bally are proud to point out, Twilight Zone has more patents pending than any other game in history.

Willing to step into another dimension of pinball? Then give your local LAI sales person a call.

Based on the TV series "The Twilight Zone"™ ©1993 CBS, Inc.



GAME PREVIEWS

by: Professor Burko

OUT RUNNERS

Monitor: Horizontal

Controls: Dedicated controls

Out Runners is a driving game which I think has been a long time coming. The theme is like a cross world cannonball run and the stages are magnificent as you drive through countries with

authentic character backgrounds e.g. when in London you have to avoid double decker buses and taxis.

Out Runners uses many new features that would really make this review too long, but to best describe this new game the player chooses a desired course that is matched with the special abilities of the selected car. There are 30 stages to **Out Runners** and the leader of the first stage chooses the course direction for stage two.

Sega really try to give an "in

the car" feeling in this game by incorporating an ignition key for starting the car. The player has 8 different cars to choose from a through linked communication up to 8 players can play simultaneously.

The LCD panel looks like a car stereo cassette and the player can select his/her own background music which is a digital soundblaster. Driving a

Superwoofer - this is what Sega call its new System 32. The car also uses a gear shifter and accelerator and is by far

the most realistic driving sensation reviewed to date.

Out Runner

also incorporates a moulded sports car style cabinet which makes the game really stand out. Also outstanding is the detail Sega have gone into in order to present the characteristics of the chosen car, to the transmission and steering to the feel on the road.

This game makes many techniques of driving possible - fast bends, high speed or careful handling. I loved it!



GAME PREVIEWS

by: Professor Burko

SUPER CHASE

Monitor: Horizontal

Controls: Dedicated steering/foot pedals

If you can imagine driving through the streets of Beverley Hills in a souped-up sleek sports car chasing bad guys, then Super Chase is definitely your game.

Super Chase takes the successful Chase HQ format further with tons of action scenes and features. One of the features that make it a success is the variation the player receives in that each missile takes the player to a different location and behind the wheel of a different vehicle.

Super Chase vehicles include 18 wheeler trucks, 4 wheel drives and high powered sports cars - each having distinct feel and capabilities. Like Chase HQ, **Super Chase**

utilises a high/low gear shifter equipped with a turbo button and the game allows 3 shots of turbo boost per mission. **Super Chase** uses 32 bit graphics in a wide screen format which creates a realistic feel that just needs to be seen - great as people scramble out of the way as you barrel through a quaint coffee lounge in pursuit of the criminal mastermind. True to life effects are created when you are attacked, such as windscreen damage and bullet holes.

Taito also include a feature that changes the player's view from the cockpit of the vehicle to the view of the full vehicle. This is achieved when enemies attack from behind and try to ram your car off the road.

All in all **Super Chase** gives the player the lot - super graphics and sounds, action-packed car and truck chases, plus a real test of player concentration.



GAME PREVIEWS

by: Professor Burko

WILD PILOT

Monitor: Horizontal

Controls: Guns x 2

Wild Pilot is a new sensational shooting game in which you pilot a biplane controlled by a wild computer. The player uses a machine gun on the fuselage of the plane to chase scoundrels through many congested air traffic scenes.

You control the machine gun and two super weapons which are (super bomb) a destructive

bomb that clears all enemies from the screen, and (homer missile) - which seeks and destroys enemies.

Wild pilot uses fast moves and the game is over when the player loses all lives due to enemy fire. The controls are very interesting as the machine gun has two triggers in tandem and a missile and bomb button each side. Enemy targets are destroyed by moving a crossfire until it lines up with that enemy.

Playing **Wild Pilot** is a combination of barnstorming and fast air combat which

leaves little space for thinking. Superior graphics and stereo sound gives the player the perspective of high speed and danger that is really absorbing. Bonus points also can be earned by destroying large enemy targets that appear at the end of each stage e.g. airships, helicopters, large bombers. I also found that a large collection of stored missiles and bombs are the best strategies for defeating these.

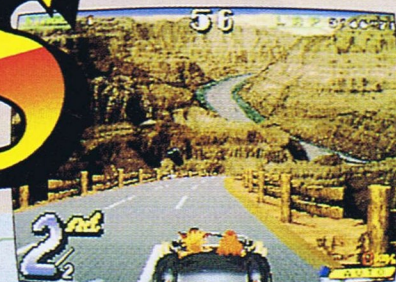
Wild Pilot also increases life span if bonus points are earned and accumulating bonus points can keep you flying for some time. ☐



SEGA

OutRunners

The OUTRUNNERS is a driving game that allows you to go on a world tour in various stages. Follow the selected drive course by choosing one out of the 8 different type cars whose characteristics such as perspectives, power, transmission, steering wheel manoeuvrability, etc. are different. Appealing to young couples who drive in a stylish manner, players who skillfully make turns at the corners, and so on, amid the beautiful sceneries throughout the world, this game is sure to enhance the activation of the locations.




This strategy oriented play in which you drive by choosing a desired course that is matched with the abilities of the selected car enables anyone including beginners and experts to enjoy the maximum in racing realism. The attractive graphics that give you the sensation of speed and realism made possible by SYSTEM 32 as well as SEGA's digital sound system which incorporates the newly developed super woofer, are sure to appeal not only to the players but also to the onlookers.

The LCD panel with an appearance similar to a car stereo, which enables background music to be chosen, as well as the Ignition Key, add attractive and fashionable features. The twin seat type cabinet which fits a bright atmosphere allows customers, including couples and group players, to enjoy the driving race. The communications system that allows a maximum of 8 persons to simultaneously play, further enhances the excitement and enjoyment, which is a factor to realise a higher income.



Imported Cabinet Shown



Williams 

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